



BE-WoodEN - Buildings and Education in Wood Ecosystem
for the New European Bauhaus

D7.2

COMMUNICATION PLAN IMPLEMENTATION REPORT WP7



Partners



DAD DIPARTIMENTO
ARCHITETTURA E DESIGN



Grant agreement	LIFE23-PRE-IT-LIFE-BE-WoodEN/101148077
Programme	LIFE
Project acronym	BE-WoodEN
Project title	BE-WoodEN - Buildings and Education in Wood Ecosystem for the New European Bauhaus
Project starting date	01/02/2024
Project end date	31/01/2026
Project duration	24 Months
Project work package	WP7
Deliverable title	D7.2 Communication plan implementation report and dedicated project page on the beneficiaries' website, Project logo & SSMM
Nature of deliverable	Report
Dissemination level	Public
Due date of deliverable	30/01/2026
Actual date of deliverable	30/01/2026
Produced	FLA
Reviewed	UNIGE
Validated	UNIGE

SUMMARY TABLE

1. INTRODUCTION	3
1.1 LIFE BE-WoodEN: outcomes and results	3
1.2 Communication purpose and scope of this final report	5
1.3 Communication objectives, target audiences, and key messages	6
1.4 Snapshot of communication results (high-level KPIs)	10
2. COMMUNICATION STRATEGY AND GOVERNANCE	11
2.1 Communication approach and narrative (NEB values: sustainability, inclusion, beauty)	11
2.2 Roles and responsibilities (partners, workflows, approvals)	12
2.3 Brand identity and EU visibility requirements (LIFE & EU emblem, disclaimers)	13
3. COMMUNICATION CHANNELS	15
3.1 Project website (structure, content pillars, key pages, editorial plan)	15
3.2 Newsletters / “NEBletter” series (issues, topics, distribution lists)	16
3.3 Social channels and Multimedia	17
3.3.1 LinkedIn: content formats, posting cadence, analytics	17
3.3.2 YouTube: video outputs and engagement	19
4. EARNED AND PARTNERS AMPLIFICATION	20
5. FINAL CONFERENCE AND LOCAL EVENTS	21
6. RESULTS AND PERFORMANCE MEASUREMENT	24

1. INTRODUCTION

1.1 LIFE BE-WoodEN: outcomes and results

LIFE BE-WoodEN (Building and Education in Wood Ecosystem for the New European Bauhaus) is a European project funded under the LIFE Programme (grant agreement **101148077**), implemented from **1 February 2024 to 31 January 2026**. The project was designed to support the decarbonisation of the built environment and strengthen circularity in the construction sector by **overcoming knowledge, skills and market barriers** that still limit the widespread uptake of wood and bio-based materials.

In doing so, LIFE BE-WoodEN aligns with the New European Bauhaus (NEB) vision by promoting solutions that combine **environmental sustainability, social inclusion and beauty**, applying the NEB Compass as a guiding framework for both learning and demonstration activities.

A central structural result of the project is the establishment of the [NEB SUD HUB](#), a New European Bauhaus Academy Pioneer Hub focused on sustainable design with wood and bio-based materials. The Hub—founded by the University of Genoa, the University of Florence and ART-ER—was conceived as a long-term capacity-building and knowledge-exchange mechanism, supporting training, research, communication and networking activities linked to the project and beyond.

This institutional legacy is particularly important for the continuity of dissemination efforts after project completion, ensuring that LIFE BE-WoodEN learning materials, case studies and methodologies remain accessible and reusable.

Over the two-year implementation period, LIFE BE-WoodEN delivered a coherent set of results that connect **skills development, stakeholder mobilisation, and real-life demonstration** in social housing contexts.

Training and capacity building were implemented through a blended learning offer combining digital and in-person formats. The project produced and recorded **22 NEBinars and 16 webinars** as part of its online training and dissemination activities.

These sessions were organised around key thematic pillars (NEB and placemaking; green and circular construction; and the use of wood in buildings), and attracted significant participation on professional training platforms, reaching **534 users** for the NEB and placemaking module, **849 users** for the green and circular construction module and the module on wood in construction.

The training programme also generated concrete professional recognition in Italy, with **9,880 continuing professional development (CPD) credits** already issued for BE-WoodEN webinars and NEBinars—an important indicator of relevance and

uptake among architects and professionals. To guarantee open access, long-term preservation and citability of the training outputs, all recorded webinars and NEBinars were deposited in the open-access repository Zenodo. They are collected within the dedicated [LIFE BE-WoodEN community](#), ensuring structured access to the project's educational resources and strengthening their transferability beyond the project lifetime.

To complement online learning and widen outreach, FederlegnoArredo coordinated a **podcast series** aimed at raising awareness of timber construction benefits, with **8 episodes** (15–20 minutes each) in English and Italian, published on Spotify and covering topics ranging from environmental performance and embodied carbon to design versatility and local bioeconomies.

The project also tested **innovative training methodologies** through in-person experiences. In January 2025, the University of Florence hosted the **Winter School in Florence**, offering three days of hands-on activities on wood material behaviour and timber construction, designed for **20 junior professionals** selected through the webinar assessment pathway. The Winter School was further highlighted in project communication outputs as a bridge “between practical tests and digital communication,” reinforcing the value of blended formats for professional learning. In addition, a **study visit in Slovenia** was organised with partners and innovation actors (including Innorenew CoE), engaging **28 participants**, strengthening the project's transnational knowledge exchange dimension.

On the **innovation and demonstration** side, LIFE BE-WoodEN developed Innovation Labs and two pilot actions to validate the applicability of NEB principles and timber solutions in real contexts—specifically within **social/affordable housing**, where environmental performance must go hand-in-hand with accessibility and community wellbeing.

- In **Emilia-Romagna**, the pilot action focused on a feasibility study for a **local sustainable wood supply chain** for the building industry, with a specific emphasis on social/affordable housing. Activities included mapping supply chain actors, co-designing a sustainable business model, and assessing environmental sustainability through life cycle analysis (LCA), alongside the definition of KPIs such as carbon sequestration and resource use.

Complementing this, the project produced strategic insights and a toolkit concept to support administrations and companies in evaluating sustainability pathways aligned with corporate or territorial objectives.

- In **Liguria (Imperia)**, the pilot action implemented a participatory and interdisciplinary process grounded in the NEB Compass and **Challenge-Based Learning (CBL)**. The approach brought together architects, artisans, social innovators and artists in mixed teams, involving **48 participants** across **8 project groups**, and culminating in the selection and implementation of a winning solution for the renovation of common spaces in a social housing

building owned by ARTE Imperia. This pilot is especially relevant from a communication standpoint because it transforms project principles into a **visible, community-oriented result**, demonstrating how co-design and wood-based solutions can improve usability and social interaction for elderly and mobility-restricted residents.

- The project's final phase included flagship dissemination moments, including the **final conference in Brussels (3 December 2025)**, framed around "Tackling Embodied Carbon Through Wooden Construction," and connected to broader European discussions on decarbonisation and housing.
- Several initiatives have been carried out at local level. In **Slovenia, Poland**, in **Liguria** and **Emilia-Romagna** at Regional level and locally in **Florence**, the results of the project have been highlighted through physical, hybrid and online events aimed at different target groups.

1.2 Communication purpose and scope of this final report

This Final Communication Activities Report **documents how LIFE BE-WoodEN communicated its objectives, activities and results** to different audiences, supporting the project's overarching mission: accelerating the transition towards a low-carbon built environment by strengthening knowledge and skills on wood and bio-based construction, while demonstrating NEB-aligned approaches in social housing.

Communication and dissemination activities were structured to:

- **Ensure full visibility of the EU LIFE Programme** in line with the applicable communication and visibility requirements (use of the EU emblem and funding statement/disclaimer across all communication outputs and events, as required).
- **Ensure consistency with the New European Bauhaus (NEB) initiative and principles**, applying the NEB Compass as a guiding framework (core values: beautiful, sustainable, together; and NEB ways of working such as participatory, multi-level and transdisciplinary approaches) throughout project communication and storytelling
- **Raise awareness of the environmental and socio-cultural benefits of timber** construction (including embodied carbon reduction and circularity);
- **Engage professionals** (architects, engineers, designers, construction ecosystem actors) through credible training pathways, recognised via CPD mechanisms;
- **Mobilise public bodies, housing providers and local communities**, using Innovation Labs and pilots as participatory showcases;

- **Ensure transferability and legacy**, by anchoring outcomes in the NEB SUD Hub and by creating reusable content (recordings, podcasts, tool-oriented outputs).
- **Highlight the economic dimension and market potential** of timber construction applied to social housing or public buildings, through a feasibility study (conducted by ART-ER) of the entire supply chain: from the size of the forest heritage to the presence of local operators.

The report covers communication delivered through owned channels (**website, NEB-letters, LinkedIn Community, Youtube project channel and social media, multimedia content**), partner amplification and networks, communication embedded within events and training actions (**webinars/NEBinars, Winter School, Innovation Labs, pilot actions, final conference and in-presence events** organised at local level) and communications and articles throughout **press, specialised magazines and lectures**.

Project website content, including the News and Events archive and thematic pages, provided the central repository for information and resources.

1.3 Communication objectives, target audiences, and key messages

Communication within LIFE BE-WoodEN was designed to support the project’s core mission: accelerating the transition towards a low-carbon, circular built environment by increasing knowledge, skills and acceptance of wood and bio-based solutions. From the outset, the communication approach was explicitly framed through the lens of the **New European Bauhaus (NEB) Initiative**, using the NEB Compass as a narrative and methodological reference. This ensured that project storytelling and dissemination consistently reflected the NEB ambition to combine **sustainability, inclusion and quality of experience (“beauty”)**, and promoted NEB ways of working such as **participatory, multi-level and transdisciplinary** collaboration.

Project communication pursued six main objectives:

- **Raise awareness of timber and bio-based construction** by explaining benefits such as reduced embodied carbon, circularity potential, and design quality, and by showing how these solutions can be implemented in real contexts—including social/affordable housing.
- **Support skills development and close knowledge gaps** across the construction ecosystem by promoting the project’s training offer and educational resources, and by encouraging professional uptake through accessible formats and clear learning pathways.

- **Translate the NEB Initiative into practice through communication**, making the NEB Compass understandable and actionable for professionals, public bodies and communities. Communication helped connect project results to NEB values (beautiful, sustainable, together) and highlighted methods such as co-design, stakeholder participation and cross-disciplinary teamwork.
- **Engage stakeholders and foster collaboration** by creating opportunities for dialogue and participation around Innovation Labs, pilots, webinars and events, supply-chains and local ecosystems—positioning the project as a platform where academia, industry, public actors and civil society can learn and build solutions together.
- **Ensure full visibility of EU LIFE Programme** by applying communication and visibility rules, consistently across all channels, outputs and events (EU emblem, funding statement and required disclaimer where applicable).
- **Build and nurture an active project community online**, using the project website as the central repository for resources and updates, and LinkedIn as the main community space and contents hub, to share progress, promote participation in activities, and connect stakeholders to recordings, tools and outcomes.

Target audiences

Communication was tailored to four overarching target groups, reflecting the project’s dual focus on capacity building and real-life demonstration:

- **Education and research stakeholders:** universities, research centres, educators and students involved in sustainable construction and design.

Means of engagement:

- Direct communications by UNIGE, UP, PWR to their own community of students, teachers, trainers, tutors, researchers
 - LIFE BE-WoodEN Webinars and NEBinars
 - LIFE BE-WoodEN Podcast series
 - In-presence initiatives: study visit – Winter school – Innovation Lab - local events - self-construction lab in Imperia
 - LinkedIn Community
 - Youtube Channel
 - Project Website
 - Project Brochure
 - NEBletters
 - Graphic materials
 - Further lectures given by UNIGE, UP and PWR even outside the EU
- **Construction ecosystem and private sector:** architects, engineers, designers, construction companies, manufacturers, and actors across the wood supply chain.

Means of engagement:

- Direct communications by ART-ER, FLA, CECODHAS to their own stakeholders' list
 - ART-ER, FLA, CECHODAS corporate communications channels
 - LIFE BE-WoodEN Webinars and NEBinars
 - LIFE BE-WoodEN Podcast series
 - NEBletters
 - In-presence initiatives: study visit – Winter school – Innovation Lab - local events
 - LinkedIn Community
 - Youtube channel
 - Project Website
 - Graphic materials
- **Public bodies and decision-makers:** municipalities, regions, housing authorities and public administrations involved in building policies, procurement and urban regeneration.

Means of engagement:

- Direct communications by RL, UNIGE, ART-ER, FLA, CECODHAS to their own stakeholders' list
 - Press release coordinated by RL, ART-ER, UNIGE
 - In-presence events: initial event in Imperia, intermediate conference in Bologna (organised by ART-ER), Final Conference in Brussels, local events organised in Slovenia (by UP), in Liguria (by UNIGE and RL, in cooperation with ARTE Imperia and with the contribution of UNIFI and FLA), in Bologna (by ART-ER, with the contribution of UNIFI and FLA), final press conference in Imperia.
 - RL, ART-ER, FLA, CECODHAS, UNIGE, ARTE Imperia corporate communications channels
 - Replication survey managed by UNIFI and transferability survey managed by CECODHAS
 - NEB letters
 - LinkedIn Community
 - Project Website
 - Graphic materials
- **Civil society and local communities:** citizens, community organisations and stakeholders directly connected to the pilot actions—particularly within social housing contexts.

Means of engagement:

- LIFE BE-WoodEN Podcast series

- In-presence initiatives: Innovation Lab in Liguria region and self construction process
- In-presence events: initial event in Imperia, intermediate conference in Bologna (organised by ART-ER), Final Conference in Brussels, local events organised in Slovenia (by UP), in Liguria (by UNIGE and RL, in cooperation with ARTE Imperia and with the contribution of UNIFI and FLA), in Bologna (by ART-ER, with the contribution of UNIFI and FLA)
- LinkedIn Community, Youtube channel and social channels managed by all the Partners
- Project Website
- Project Brochure
- Graphic materials

Across all groups, particular attention was given to audiences who can enable replication and market uptake: professional networks, housing providers and local/regional innovation ecosystems.

Key messages

Across the website, events and the LinkedIn community, LIFE BE-WoodEN adopted a consistent message set, closely connected to the NEB Initiative and to LIFE as enabling programme:

- **Timber and bio-based solutions are key to decarbonising construction**, especially by addressing embodied carbon and enabling more circular material cycles.
- **The transition requires skills and confidence**: targeted training and practical resources are essential to empower professionals and accelerate adoption.
- **The NEB Compass provides a common language and direction**: LIFE BE-WoodEN shows how sustainability, inclusion and quality of experience can be pursued together, and how participatory and transdisciplinary approaches improve outcomes.
- **Demonstration makes the NEB tangible**: pilots and Innovation Labs turn principles into visible results, showing how NEB-aligned processes can enhance shared spaces and improve social housing environments.
- **This is a collective effort**: LIFE BE-WoodEN connects academia, industry, public actors and communities and the LIFE ecosystem—building a shared ecosystem and leaving a legacy of knowledge, tools and networks that can continue beyond the project especially in the LIFE framework
- **LIFE programme** made this come true and facilitated implementation and networking.

1.4 Snapshot of communication results (high-level KPIs)

Across the full implementation period, LIFE BE-WoodEN delivered a multi-format communication mix, combining a central web hub with community building on LinkedIn and strong visibility through training and events. Key headline indicators include:

- **Training content produced:** 22 NEBinars and 16 webinars delivered and recorded.
- **Training participation (platform users):** 534 users (NEB & placemaking) and 849 users (green & circular construction and wood in buildings) on the Italian platform. 304 logged users on the European platform
- **Professional recognition:** 9,880 CPD credits issued (Italy) linked to webinars and NEBinars.
- **In-person capacity building:**
 - Winter School (Florence) – 20 junior professionals;
 - Study Visit (Slovenia) – 28 participants.
- **Participatory engagement in pilots:**
 - Liguria pilot – 48 participants involved in 8 interdisciplinary groups (Challenge-Based Learning / co-design approach).
 - Emilia Romagna 30 participants involved in two focus groups
- **Project Website:**
 - Unique visitors 27.523
 - Sessions 37.230
 - Page views 74.300
 - Total accesses 194.640
- **LinkedIn community*:**
 - 490 followers (15.01.2026)
 - 1600-page visualizations
 - 32.273 impressions (14.01.2025 - 15.01.2026)*
 - 1157 reactions (14.01.2025 - 15.01.2026)*

**LinkedIn provides analytics only for the last 12 months*

- **NEBletters:**
 - 6 NEBletters – bilingual including stakeholders' interviews and in-depth description of the carried-out activities.
- **Podcast series:**
 - Podcast series – 8 episodes (bilingual), supporting broader awareness and accessibility.
 - 533 listeners for the Italian series
 - 56 permanent followers

- 120 listeners for the English version
- 16 permanent followers

2. COMMUNICATION STRATEGY AND GOVERNANCE

2.1 Communication approach and narrative (NEB values: sustainability, inclusion, beauty)

The communication approach of LIFE BE-WoodEN was built around a clear narrative: **wood and bio-based materials can accelerate the decarbonisation of buildings**, while delivering solutions that are not only technically effective but also aligned with the **New European Bauhaus (NEB) vision of beautiful, sustainable and inclusive places**. Communication therefore aimed to translate complex technical themes—such as embodied carbon, circularity and supply-chain innovation—into accessible messages and practical examples that different audiences could relate to.

The project adopted the NEB Compass as a storytelling and framing tool. Sustainability was communicated through evidence-based content on climate benefits, resource efficiency and circular construction, supported by training sessions and project resources. Inclusion was addressed by showcasing participatory methods and stakeholder engagement, especially in social/affordable housing contexts, where community needs and usability are central. Beauty was framed as quality of experience: design value, comfort, and the capacity of timber solutions to improve everyday spaces and wellbeing.

To make the narrative tangible, communication combined capacity-building content (webinars/NEBinars, educational materials, podcast episodes) with real-life demonstrations (Innovation Labs and pilot actions), ensuring that the NEB values were consistently visible across channels. **A strong emphasis was placed on community-building—particularly via LinkedIn—highlighting partner voices, co-design processes and concrete outcomes**, while ensuring full EU LIFE visibility on all outputs and events.

During key project milestones (such as major events, trainings and public sessions), communication included live coverage on the LinkedIn community, with real-time photo posts featuring participants, speakers and project partners. This “in-the-moment” storytelling helped convey the project’s collaborative spirit and reinforced a sense of belonging around the BE-WoodEN community, while also increasing visibility of the initiatives beyond those physically attending.

To strengthen credibility and diversify voices, each podcast episode featured an authoritative national or international expert, with different guests selected for the English and Italian editions to ensure relevance for each audience. Similarly, the

NEBletters adopted an editorial choice focused on depth and authenticity: every issue included an extended interview with a key project protagonist, offering first-hand perspectives on activities, lessons learned and results, and turning individual experiences into accessible narratives that supported the project's broader NEB framing.

2.2 Roles and responsibilities (partners, workflows, approvals)

Communication activities in LIFE BE-WoodEN were delivered through a coordinated partnership approach, combining a clear division of roles with shared editorial planning and quality control. **FederlegnoArredo (FLA), as Dissemination Manager**, ensured overall coherence of tone, visuals and messaging, provided general communication guidelines for the consortium, and supported compliance with EU LIFE visibility requirements. Throughout the two-year implementation period, FLA also played a continuous **community-building role** by actively managing and animating the project's LinkedIn community, ensuring a regular flow of updates, event promotion and results storytelling.

ART-ER led the editorial development of the NEBletters, adopting a format centred on depth and authenticity. Each issue was designed to “give voice” to the project by featuring extended interviews with key protagonists—partners, experts and stakeholders—thereby translating technical progress into accessible narratives aligned with NEB values and ways of working.

A significant communication effort was dedicated to the Liguria pilot in Imperia. **UNIGE and Regione Liguria worked closely to document the main pilot phases through photo coverage, video content and video interviews** with participants and local protagonists, turning the participatory process into a strong storytelling asset for the project. They also curated the production of the final project video, consolidating key messages and results into a single, high-visibility output. In parallel, **Regione Liguria and ARTE Imperia ensured constant institutional engagement**, supporting outreach to local stakeholders and the wider public through ongoing coordination and the preparation of institutional press releases and official communications linked to key project milestones. **ART-ER** worked closely with regional authorities to develop two key deliverables for the project: a toolkit for public and private designers, which brings together the body of regulations and voluntary certifications that impact the timber construction supply chain (D4.1), and a feasibility study of the local timber construction supply chain, starting with the size of the region's forest heritage and ending with an investigation into the economic dimensions of the supply chain (D5.1). The results were presented at a major in-person event (23 January 2026) attended by institutions, business representatives, designers and experts in forestry policy and management.

In addition, the **University of Primorska (Slovenia)** and the **Wroclaw University of Science and Technology (Poland)** played a key role in ensuring the dissemination of project outcomes at both national and international level. They supported outreach within their respective professional and academic ecosystems and contributed to cross-border visibility by engaging relevant networks and **transnational professional bodies**, helping extend the project's messages and learning resources beyond the immediate partnership and pilot territories.

CECODHAS coordinated the organisation and content of the **project's final event** in Brussels, ensuring maximum visibility within the [Decarbonisation Summit](#) – a two-day international event linked to EU policy on the Affordable Housing Plan and the Energy Performance of Buildings Directive (EPBD).

Partner contributions were coordinated through structured workflows: communication coordination, shared editorial planning and content requests, collected drafts and assets from partners, and prepared final versions for publication. Technical content (e.g., pilot updates, training descriptions, key results) was reviewed by the relevant activity leads to ensure accuracy; while branding and visibility checks were applied before release.

Approvals followed a proportionate approach: routine content was validated by the communication lead, while major deliverables and flagship outputs (e.g., press releases, high-profile event materials, final publications and videos) were shared with the project coordination team for final clearance.

This governance model ensured timely communication while maintaining quality, compliance and a consistent NEB-aligned project identity.

2.3 Brand identity and EU visibility requirements (LIFE & EU emblem, disclaimers)

A consistent brand identity was applied throughout LIFE BE-WoodEN to ensure recognisability, clarity of messages, and compliance with EU communication obligations. All public-facing outputs followed a [unified visual system](#) (**project logo, templates for the Deliverables, for the Webinars, for the NEBinars, Headed paper, Roll-out, layout rules and tone of voice**), enabling partners to communicate in a coordinated manner across channels while maintaining flexibility for local adaptations.

In line with EU communication and visibility requirements applicable to LIFE programme beneficiaries, the project systematically acknowledged EU support by displaying the **EU emblem together with the required funding statement** (e.g., “Funded by the European Union”) in a prominent and clearly visible way across dissemination activities and materials. This applied to the project website, social media communication, presentations, NEBletters, publications, event materials,

and audiovisual content, as well as any other information products developed within the project's scope.

Where applicable (notably in communication materials, information products, publications and audiovisual outputs), the project also included the **required disclaimer** clarifying that views and opinions expressed are those of the authors/beneficiaries and do not necessarily reflect those of the European Union or the granting authority, and that neither can be held responsible for them.

The disclaimer was used in the appropriate language(s) depending on the target audience and channel, relying on official multilingual formulations where needed.

To ensure consistency and compliance, a basic quality-control routine was applied before publication: checks on correct emblem usage and placement, presence of the funding statement and disclaimer when required, and coherence with co-branding rules when partner logos were displayed alongside the EU emblem. Alongside these formal requirements, communication **content was also designed to reinforce alignment with the New European Bauhaus narrative** (“beautiful, sustainable, together”), ensuring that LIFE visibility and NEB coherence were jointly reflected in the project's public identity and storytelling.



3. COMMUNICATION CHANNELS

3.1 Project website (structure, content pillars, key pages, editorial plan)

The LIFE BE-WoodEN project website served as the central communication hub for the whole consortium, providing a stable, publicly accessible repository for project information, resources, and updates. The site is available in English and Italian, ensuring accessibility for both national stakeholders and wider European/international audiences. Its structure is designed to guide users from a clear project overview to thematic content and evidence of implementation, while maintaining strong alignment with the New European Bauhaus (NEB) narrative and with EU LIFE visibility requirements.

Structure and navigation.

The main navigation is organised around a set of core sections that reflect the project's architecture and communication priorities:

- **About / BE-WoodEN** (project identity, scope and overall framing)
- **Members** (consortium presentation and partner roles)
- **NEB SUD Hub** (the NEB Academy Pioneer Hub established within the project and its areas of activity)
- **Webinars** (training programme, access links and thematic tracks)
- **Innovation Labs** (methodology, focus areas and engagement approach)
- **Pilot Actions** (Emilia-Romagna and Liguria/Imperia pilot pages)
- **Deliverables** (downloadable public outputs)
- **Networking** (connections with related EU and international initiatives)
- **News** (news and events archive)
- **Contact** (project mailbox and contact reference)

The homepage highlights the project purpose and showcases featured updates (e.g., podcast launch, flagship events), while the **News** section acts as a chronological archive of milestones (conferences, workshops, newsletters, participation in external events), supporting transparency and continuous visibility.

Content pillars and key resources.

Website content was developed around four complementary pillars:

1. **Project identity and NEB framing**

The site communicates the project's positioning at the intersection of **timber/bio-based construction** and the **NEB approach**, providing a coherent narrative that connects sustainability and circularity with inclusion and quality of experience.

2. **Training and capacity building**

A dedicated **Webinars** section presents the full training programme (NEBinars and webinars) structured by thematic tracks (NEB & place-making; green and circular buildings; use of wood for buildings/public places). It provides direct access to the learning collections through external platforms (European and

Italian), supporting broad uptake and long-term usability. The website also hosts a **Winter School** page and a dedicated **Podcast** page, diversifying formats and broadening accessibility for different audiences.

3. **Demonstration and real-life application**

The **Pilot Actions** section documents the two pilots, presenting objectives, approaches and expected results. In particular, the Liguria/Imperia pilot page supports storytelling around the participatory pathway and the NEB-inspired co-design dimension, while the Emilia-Romagna pilot page focuses on feasibility work for local wood supply chains and sustainability assessment, including KPI logic.

4. **Evidence and public deliverables**

The **Deliverables** page functions as a public evidence repository, offering direct downloads of key project outputs (reports, agreements, training registration documentation, pilot reports, communication strategy). This section strengthens accountability and supports replication by making core materials easily retrievable in one place.

5. **Evidence of implementation and “proof points.”**

From a reporting perspective, the website provides several strong evidence elements for communication activities:

- A **regularly updated News archive** with dated posts on major milestones and public-facing activities.
- A structured set of **thematic pages** (training, Innovation Labs, pilots) that consolidate project actions into accessible storylines.
- A dedicated **Deliverables repository** offering downloadable outputs as tangible proof of progress.
- Clear cross-linking to **social channels** (LinkedIn and YouTube) and to external training platforms, supporting traffic flows and participation.

3.2 Newsletters / “NEBletter” series (issues, topics, distribution lists)

The “**Let BE-WoodEN**” **NEBletter series** was used as an editorial dissemination tool to communicate project progress in a **narrative, interview-based format**, rather than as a simple news roundup. Each issue combined a thematic focus (“The NEB Factor”) with an **in-depth conversation** featuring project protagonists, making technical content more accessible while reinforcing the New European Bauhaus framing.

The first issue launched the series and introduced LIFE BE-WoodEN through the voice of the project coordinator (University of Genoa), positioning the NEBletter as a space for readers interested in **sustainability, timber construction, participatory innovation and social housing**.

The second issue focused on the project’s **capacity-building pillar**, highlighting the release of **free online training modules/webinars** and explaining how training supports both professional upskilling and the broader NEB transition.

The third issue explored **Innovation Labs and interactive activities**, including stakeholder engagement in Liguria and the planned **study visit to Slovenia**, emphasizing peer learning, dialogue with experts and participatory methods.

The fourth issue connected experiential learning and digital dissemination, featuring the **Winter School in Florence** and the launch of the **podcast series**, showing how hands-on activities and multimedia storytelling work together to widen outreach.

The fifth issue highlighted the **NEBINAR! initiative**, presenting a NEB-based webinar series that promotes human-centred, inclusive and livable environments and supports knowledge exchange at European scale.

The sixth issue focuses on the project's **legacy and next steps**, building on the **Final Conference in Brussels (3 December 2025)** and showcasing how BE-WoodEN outcomes can be replicated beyond the project's lifetime. It presents the two pilots through an interview-driven narrative, giving voice to key protagonists (including **ART-ER** for Emilia-Romagna and **A.R.T.E. Imperia** for Liguria/Imperia) and linking results to real social housing contexts.

In terms of distribution, the NEBletters were circulated through the project's stakeholder contact lists and partner networks, targeting: **professionals** (architects, engineers, designers and practitioners), **public bodies and housing stakeholders**, **academia and training communities**, and **NEB-related audiences**. The series also supported cross-border outreach by leveraging partners' national ecosystems and professional networks, helping extend the visibility of project outcomes beyond the consortium and pilot territories.

3.3 Social channels and Multimedia

LIFE BE-WoodEN adopted a **combined dissemination strategy** leveraging both the project's official social channels — **LinkedIn** (as the main community space) and **YouTube** (as the audiovisual repository) — and the communication channels of each partner.

The **LinkedIn community** acted as the primary source of updates and storytelling (project milestones, events, pilots, training opportunities), ensuring consistency of tone, messages and NEB framing. Content published on the project channels was then **re-shared and adapted by partners** according to their audiences, communication styles and institutional positioning. This approach maximised reach and relevance across different stakeholder ecosystems (professionals, public bodies, academia, civil society). It also helped **overcome linguistic barriers**, as partners could tailor key messages and captions to national contexts while keeping core project identity and EU LIFE visibility consistent. Multimedia assets (photos, short videos, interviews and recordings) further strengthened engagement and supported long-term access to project outputs.

3.3.1 LinkedIn: content formats, posting cadence, analytics

LinkedIn LIFE BE-WoodEN page was the project's primary community channel, used to:

- **share** timely updates about all the project initiatives, outcomes, results
- **drive registrations** to online and in-presence events,

- **showcase** pilots and results through visual storytelling,
- **promote projects contents** with direct links to digital resources (Webinars, Nebinars, Podacasts, Tools)
- **sharing** LIFE BE-WoodEn official six newsletters
- **amplify** partner voices in line with the NEB narrative

*LinkedIn Page analytics are available only for the last 12 months. Therefore, the quantitative indicators reported in this section refer to the period **01 January 2025 – 31 January 2026** (UTC reporting by the platform). Earlier project communication on LinkedIn is documented qualitatively through the post archive and partner dissemination evidence (web news, event documentation, press releases, and cross-posting on partners' channels).*

A) Content performance (last 12 months)

During the reporting period, the project published **48 organic posts**, using LinkedIn as the primary community channel to promote training opportunities, document key milestones (events, pilots) and reinforce the New European Bauhaus (NEB) narrative (beautiful, sustainable, together).

- Total impressions: **33,619**
- Total engagements (clicks + reactions + comments + shares): **6,676**
- Overall engagement rate: **19.9%**
- Total clicks: **5,468**
- Total reactions: **1,147**
- Total comments: **29**
- Total shares: **32**

B) Followers (demographics + recent growth – last 30 days export)

As of the export date, the page had **489 total followers**.

Top follower locations

- Genova (Italy): **63**
- Milano (Italy): **34**
- Bruxelles (Belgium): **24**

Top job functions

- Business Development: **56**
- Art & Design: **47**
- Education/Training: **38**

Top industries

- Architecture & Planning: **63**
- Higher Education: **57**
- Public Administration: **34**

C) Top-performing posts

Top posts by impressions during the last 12 months included content related to **pilot outcomes and flagship moments**, confirming that NEB-aligned “real-life stories” and community-based events are strong engagement drivers:

1. Winning project (Liguria Challenge Based Learning) – **1,599 impressions**
2. Report of the event (Final Conference) – **1,437 impressions**
3. Imperia workshop closure (pilot participatory milestone) – **1,137 impressions**
4. Final Conference agenda announcement – **1,044 impressions**
5. Project meeting in Genoa - highlights – **1,039 impressions**

Overall, LinkedIn proved to be an effective channel for **community building and mobilisation**, with a strong ratio of engagements to impressions, indicating that content was not only seen but also actively interacted with. The best-performing posts were those anchored to **tangible, people-centred milestones**—such as pilot phases, co-design activities and flagship events—confirming that “real-life” storytelling resonates and makes the NEB approach concrete. A consistent community management practice was applied across the year: **each post systematically mentioned project partners and, where relevant, key stakeholders**, increasing their visibility and encouraging re-sharing through their networks. In addition, posts consistently strengthened EU LIFE visibility by referencing and tagging relevant institutional actors, including **LIFE Programme, LIFE National Contact Point Italy, European Commission, and the European Climate, Infrastructure and Environment Executive Agency (CINEA)**. Training- and event-related content also supported participation and traffic to project resources, while the audience profile (architecture/planning, higher education, public administration) confirms strong alignment with priority target groups and replication potential.

3.3.2 YouTube: video outputs and engagement

Although a dedicated YouTube channel was **not originally foreseen in the Dissemination Plan (D7.1)**, it was created during implementation to strengthen the project’s multimedia capacity and ensure long-term accessibility of video outputs. The channel was set up primarily as a **repository for project videos**, particularly the footage produced by **UNIGE and Regione Liguria** to document the launch and development phases of the **Imperia pilot** (including key moments of the participatory process, on-site activities and interviews with project protagonists). By hosting these materials in one public, shareable space, the project enabled partners to easily embed and re-use videos across the website, LinkedIn community and institutional channels, enhancing storytelling, transparency and the visibility of concrete NEB-aligned actions.

The [LIFE BE-WoodEN YouTube channel](#) was used as a public **multimedia repository** to host and organise the project’s video outputs in one easily accessible place. The channel primarily features videos produced to **document the start and development phases of the Imperia (Liguria) pilot**, helping make the process tangible through images of places, activities and project protagonists.

The channel includes **15 videos** from major capacity-building activities such as the **Winter School (Florence)** and the **Study Visit to Slovenia**, as well as a presentation introducing the first batch of **LIFE BE-WoodEN webinars**. It also features institutional content linked to the project's public launch, including the **Press Conference (28/02/2024, Imperia)**, and explanatory videos on the **pilot site social housing building**. A dedicated cluster of videos focuses on the **Innovation Lab Liguria**, including a **Q&A/open call** session and the **launch event**, to support transparency and participation. The channel hosts a series of **co-design video stories** presenting the different project proposals for the renovation of social housing common spaces and the **Winning Project**.

Overall, the channel functions as a practical repository for shareable project videos (events, interviews, and pilot storytelling), strengthening engagement and making NEB-aligned actions visible through people-centred narratives.

The YouTube channel has **24 followers** and an average of **around 100 views per video**, with a peak of **250 views** for the video launching the Imperia pilot.

4. EARNED AND PARTNERS AMPLIFICATION

During the implementation period, dissemination relied on a combined model of **earned visibility** (media/third-party coverage and institutional communication) and **systematic partner amplification** (re-sharing and adapting core project content through each partner's channels and networks). The *dissemination register* records **244 dissemination entries** overall, reflecting a strong and continuous outreach effort across countries and stakeholder ecosystems.

Partner amplification played a central role throughout implementation: project updates initially published via the project's core channels were systematically **re-shared and adapted by partners** to match their national audiences and communication styles, helping overcome language barriers while maintaining a coherent project identity, NEB framing and EU LIFE acknowledgement.

Dissemination was also reinforced through partners' **national and international networks**, including professional communities and transnational bodies (e.g., professional orders and sector organisations), supporting uptake among architects, designers, engineers, public bodies and housing stakeholders. Among other, a mutual and excellent cooperation has been established with ACE (Architects Council of Europe), the Italian National Architects Council and the Chapter of the Liguria Region that puts its training platform "Formagenova" at LIFE BE-WoodEN disposal, the NEB alliance and the European Regions Research and Innovation Network (ERRIN).

Earned dissemination was strengthened through a broad set of **press and web publications (77 items)**, including local and regional coverage around major milestones and pilot-related communications. This institutional layer complemented the project's owned channels, increasing credibility and widening exposure to audiences not directly connected to the project community.

5. FINAL CONFERENCE AND LOCAL EVENTS

In Deliverable **D7.2**, the full process of **designing, delivering and assessing the impact** of the LIFE BE-WoodEN Final Conference is described in detail. In brief: the event took place in **Brussels on 3 December 2025** and was conceived as the project's strategic capstone moment to present results, key lessons learned and replication perspectives. The conference was embedded in **Housing Europe's Decarbonisation Summit (3–4 December 2025)**, positioning BE-WoodEN within a high-visibility European setting fully aligned with priorities on building decarbonisation and affordable, liveable housing. A **hybrid format** (in-person and online) was adopted to maximise accessibility and reach both Brussels-based institutional stakeholders and the wider international project community. The programme was designed as a progressive narrative journey, combining networking, institutional opening remarks, a multi-stakeholder panel and the presentation of concrete results and case studies. Both project trajectories were showcased: the **Emilia-Romagna pilot** (feasibility work for a sustainable local wood supply chain for social/affordable housing) and the **Liguria/Imperia pilot** (NEB Compass-driven co-design and Challenge-Based Learning to regenerate common spaces in social housing, culminating in an award moment). Outreach relied on the **LinkedIn community**, strong partner amplification and targeted invitations, including direct messaging to previous webinar participants. Registration and attendance figures confirm the event's **strong success: 69 registrations for in-person attendance and 122 online registrations, with over 60 attendees on site and 52 participants online.**

The report also highlights a very positive atmosphere of listening and dialogue, the distribution of communication materials, and further community impact through new followers and additional visibility generated by speakers and organisations involved.



Country event - Slovenia

Following the Brussels Final Conference, several local engagement actions were implemented in **December 2025 and January 2026** to ensure that the project's final outcomes were effectively transferred to national ecosystems. In **Slovenia**, a dedicated regional dissemination initiative was delivered on **18–19 November 2025 in Izola**, in the framework of the **E-RIHS.si conference**. The session, introduced by **Dr. Andreja Kutnar** (InnoRenew CoE / University of Primorska), presented LIFE BE-WoodEN's objectives and legacy, with a specific focus on the project's **webinar programme** as a practical tool to strengthen knowledge and skills in the construction sector. The initiative highlighted how the project promotes wood in construction through the **NEB approach** and contributes to the **European NEB Academy** by developing and testing innovative training materials. The event also included a guided tour of the **InnoRenew CoE building and research laboratories**, showcasing applied research and technologies for renewable materials and sustainable construction, and reinforcing the project's message through a tangible, place-based experience.

Country events – Poland

In Poland, two digital events were organised for students and uploaded to the Nebinars platform. The first, entitled **Multilevel Engagement in Place-Making**, was a **recorded conversation** with a panel of institutional stakeholders (Jacob Mazur - Vice President of the city of Wroclaw), NGO and third sector representatives (Robert Drogos - Activist and President of the Association for Disasters and Natural Disasters), academia (Prof. Aldona Wictorska-Swiecka - political scientist and professor of social sciences), scientific communication expert (Jan Wieczorek, Doctor of Linguistics, co-creator of Polish solutions in the field of AI and radio broadcaster), and construction experts (Lukasz Daleczko, author of numerous commercial and industrial building projects). The second one was a Nebinar at Stanford University, promoted by PWR's Faculty.

In September 2026, the city of Wroclaw, where PWR headquarters are located, will host Placemaking Week Europe 2026 (organization Placemaking Europe). It is a great opportunity to showcase the project's achievements and products. Even, if possible, recreate in the small scale the project's achievements. The event will host around four hundred experts and practitioners. The city of Wroclaw has fully joined the Cities in Placemaking programme following a joint declaration signed in The Hague in February 2025.

In addition, PWR is promoting in January 2026 a students' competitions linked to the NEB principles and called "Wood as renewable material in architecture".

Regional event – Liguria Region

The Liguria Region and UNIGE collaborated on the final two days of the LIFE BE-WoodEN project at regional level.

The two days began with a conference aimed at architects, designers, professionals, technicians, industry representatives and institutions, focusing on the contribution that wooden constructions can make to the NEB. The event - held on 15 January 2026 at the University of Genoa, Department of Architecture, entitled **Building the New European Bauhaus throughout wooden construction** involved nationally renowned

representatives from the world of design, sustainability experts and representatives from regional, national and European institutions.

The agenda included initial institutional speeches, the presentation of the project results, a session dedicated to the New European Bauhaus Initiative with speeches by Elena Montani (NEBA: New European Bauhaus Initiative, JRC) and others, and a panel of architects, designers and timber construction technicians for an open discussion on the potential and barriers to the use of sustainable materials for large-scale construction.

The second day (16.01.2026) of work took place in the field, with a **visit to the social housing building in Imperia** (a coastal city in the Liguria region), whose outdoor and indoor common areas are the result of the Innovation Challenge involving eight teams of multi-sector professionals. The building is now ready to welcome its guests, who will be able to enjoy a beautiful, inclusive and sustainable outdoor and indoor space. The event was accompanied by a dedicated press release, which was picked up by several online and print publications.

Regional event – Emilia-Romagna Region

ART-ER, in collaboration with various institutional partners, organised an important regional event entitled **Wood, sustainable construction and innovation: opportunities for the supply chain and regional development**, with the participation of regional and local institutions, industry experts,

The event was accompanied by a dedicated press release, which was picked up by several online and print publications.

The event "**Legno, edilizia sostenibile e innovazione: opportunità per la filiera e lo sviluppo dei territori**" (Wood, sustainable construction, and innovation: opportunities for the supply chain and regional development) took place on January 23rd at the DAMA Tecnopolo in Bologna, a moment of discussion between professionals, companies and experts, with the aim of discussing the practices, critical issues and opportunities that the development of the wood construction supply chain can mean for the territory. During the event, a new concept of sustainable forestry was presented. Circular Building, curated by ART-ER in collaboration with ACER Reggio Emilia, FederlegnoArredo, and the University of Florence. The results show enormous potential not only in terms of environmental performance but also in terms of public acceptance. The presence of over 70 professionals at the working groups confirms that the path to circular construction is already paved.

Local event – Florence

The University of Florence has organised several workshop days, taking advantage of local synergies.

Organized by the construction products company Rothoblaas s.r.l., the "Structural Design for Wooden Buildings" two-day course was tailored for professionals seeking to deepen their knowledge of calculation methods and both traditional and innovative fastening systems for wood structures.

The lecture on Wood Technology (*Tecnologia del legno*) – subtitled "*Wood under the microscope, anisotropy, properties, wood and water, biodegradation*" – covered the essential characteristics of the material, including its inherent strengths and weaknesses. The session introduced the BE-WoodEN project, showcasing a sample of its specialized Webinars, Nebinars – which focus on creating beautiful, inclusive,

and circular urban spaces- and the eight-episode podcast series in Italian. The audience consisted primarily of structural engineers (85%) and architects (15%). Enrollment for the full program requires a registration fee. The event saw an attendance of approximately **20 participants**.

Finally, "Prospecta Formazione" is an initiative by Prospecta s.r.l., designed for professionals across Italy, offering both in-person and remote training. On July 7, 2025, the organization hosted a series of free, live morning webinars focused on "Innovations in Materials for Efficiency, Durability, and Structural Resistance". Tailored specifically for architects, engineers, and surveyors, the program addressed a construction sector currently undergoing a profound transformation toward sustainability and efficiency. This shift demands evolution not only in design and execution but also in material selection; carbon-storing materials, if properly engineered, have the potential to sequester over 16 billion tons of CO₂ annually. This transition aligns with European mandates, particularly the updated Construction Products Regulation (CPR), which emphasizes circular and "intelligent" products. A highlight of the event was the session "Wood: an Ancient Material Facing the Future" (Legno, materiale antico alla prova del futuro) which explored innovative wood-based products, technical advantages and limitations of wood, and the related BE-WoodEN project Webinars and Nebinars. The event was a significant success, drawing participation from over **2,000 professionals**.

6. RESULTS AND PERFORMANCE MEASUREMENT

At the start of the project, the partners agreed on a simple and flexible methodology for collecting all the project's communication and dissemination activities in a single register, clustering them into six macro-categories:

- 1) Social Media Activities
- 2) Press publications online and offline
- 3) Online events
- 4) Offline events (in presence or hybrid)
- 5) Email campaigns or newsletters
- 6) Scientific Publications / Articles

An intuitive register was created and shared with all partners. An Excel file consisting of nine fields to be completed for each activity.

- 1) The name of the partner responsible for the action
- 2) A brief description of the activity
- 3) When the activity was carried out
- 4) Where it was carried out
- 5) The relevant macro-category
- 6) The language in which it was carried out
- 7) An estimate of the number of participants/audience
- 8) The documents or resources used
- 9) A link to the digital resource, if available

All partners took great care in compiling the register. The following data summarises the activities carried out by default.

A total of 298 communication activities were recorded, by all the Partners.

Activities carried out by macro-category

Social media activities refer exclusively to those carried out through the communication channels of the individual partners and do not include posts published on the LinkedIn community (see above).

There has been a significant number of publications in the press and in online and traditional media, thanks to the institutional commitment (of RL, ART-ER and UNIGE among other) which has attracted widespread media interest.

- **Social media activities:** 124 entries
- **Press publications (online/offline):** 118 entries
- **NEBletters / email campaigns:** 25 entries
- **Offline events:** 16 entries
- **Online events:** 5 entries
- **Scientific publications:** 3 entries

Activities carried out by language

Dissemination was delivered in multiple languages to maximise accessibility: **Italian (205 entries), English (60), English and Italian (3), Slovenian (17) and Polish (5)**. This multilingual approach supported replication and engagement beyond the pilot territories.

The significant number of activities carried out in Italian reflects the composition of the partnership and the need to involve the local area (and its specific stakeholders) through communication tools that would mitigate the language barrier.

BE WOODEN



Co-funded by
the European Union



New European Bauhaus
beautiful | sustainable | together

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

Partners



**Università
di Genova**

DAD DIPARTIMENTO
ARCHITETTURA E DESIGN



REGIONE LIGURIA



ART-ER
ATTRATTIVITÀ
RICERCA
TERRITORIO



UNIVERSITÀ
DEGLI STUDI
FIRENZE
DAGRI
DIPARTIMENTO DI SCIENZE
E TECNOLOGIE PER IL TERRITORIO
ALIMENTARE, AMBIENTALE E FORESTALE



FEDERLEGGNOARREDO



**HOUSING
EUROPE**



UNIVERSYTET
WROCŁAWSKI
UNIVERZA
WROCLAWSKA



Politechnika
Wroclawska