Ref. Ares(2025)5206655 - 30/06/2025

TWINRD
ECODIGITAL FUTURES

MACROECONOMIC MODELLING OF R&D FOR THE TWIN TRANSITION

D6.3 | TWINRD CDE Plan – Update 1

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Version	**2.0**
Quality review	**Sakis Morfis (E3-Modelling)**
Date	**30 June 2025**
Dissemination level	**Public (PU)**
Grant Agreement	**N° 101132170**
Starting Date	**01-01-2024**
Duration	**36 months**
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Document History

Date	Contributors	Action	Status
15 June 2025	Valentina Malcotti, Carlo Sessa (ISINNOVA)	First draft	Draft (V0.1)
25 June 2025	Daniel Cassolà (ISINNOVA)	Content and structure review	Review (V1.0)
26 June 2025	Leonidas Paroussos (E3M) Fragkiadakis Kostas (E3M) Sakis Morfis (E3M)	Coordinator's Review	Review (V1.1)
30 June 2025	Daniel Cassolà (ISINNOVA)	Consolidation of Reviews and finalization of the document for submission	Final (V2.0)

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Executive Summary

This deliverable presents an update (at M18) of the **TWINRD Communication, Dissemination, and Exploitation (CDE) Plan**, which was initially delivered at M8 (D6.2). The document provides a comprehensive overview of the Communication, Dissemination, and Exploitation activities carried out or initiated within the first reporting period. It outlines the specific actions undertaken and the valuable insights gained, which have played a pivotal role in informing and enhancing the project's outreach strategy and stakeholder engagement process. Building upon these experiences, including feedback and expectations collected from project partners, this deliverable also presents the planned steps for the project's second phase. These steps aim to address TWINRD's evolving needs for engagement with:

- **research/academia**: to co-create innovative modelling approaches, share interdisciplinary knowledge, and foster scientific excellence in addressing the twin transitions;
- **policy actors**, to translate cutting-edge research into actionable policy recommendations, ensuring that policy frameworks are informed, adaptive, and aligned with sustainability and digitalisation objectives;
- **society at large**, to enhance public understanding, inclusivity, and uptake of twin transition strategies, promoting societal engagement and broad ownership of sustainable and digital transformation pathways.

This update also accounts for the kick-off and early phases of stakeholder engagement, which were extensively outlined in D6.2.

The CDE plan will be updated in deliverable '**D6.4 TWINRD CDE Plan - Update 2**' in Month 36 to reflect the final results and closing outcomes of the project during 2nd reporting period.

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List of Acronyms and Abbreviations

CDE	Communication, Dissemination, and Exploitation
CGE	Computable General Equilibrium
D	Deliverable (project reports or outputs)
EC	European Commission
EU	European Union
GA	General Assembly
H2020	Horizon 2020 Program
KPI	Key Performance Indicator
MS	Milestone
NGO	Non-Governmental Organization
PDF	Portable Document Format
R&D	Research and Development
R&I	Research and Innovation
SFC	Stock-Flow Consistent (modelling approach)
WP	Work Packages

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Introduction

TWINRD is set to transform Europe's macroeconomic modelling to support the Twin Transition, focusing on harmonizing sustainable economic development with digital progress. Current models employed at the EU level, although supportive of strategic planning in sustainable research and innovation (R&I), often fail to capture the extensive scope of R&I activities, especially in emerging green and digital technologies.

To address these gaps, TWINRD (**macroeconomic modelling of R&D for the Twin Transition**) aims to enhance existing models like GEM-E3 and NEMESIS by integrating innovative and interdisciplinary approaches that more accurately represent R&I policies. This will include the introduction of new data and technology classifications, specifically improving the modelling of green and digital technologies and refining tools to evaluate the impacts of R&I policies on socio-economic and environmental outcomes.

In commitment to openness and collaboration, TWINRD will make all models and resources developed freely available on its online platform, encouraging transparency and community engagement. The TWINRD's Open Stakeholder Forum will facilitate active stakeholder interaction and inclusive dialogue, co-designing research and scenarios to ensure findings are comprehensive and actionable both for the scientific community and policymakers.

Over three years, TWINRD brings together four leading research institutes and SMEs with extensive expertise in economic modelling and the R&I sector. This collaboration spans applied and research-oriented environments, including systems analysis and data management, ensuring a multidisciplinary approach to achieving the project's goals.

Project Coordinator

E3Modelling Energy Economy Environment

UNU MERIT

ISINNOVA research innovation sustainability

SEURECO ERASME

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1. TWINRD's Communication, Dissemination, and Exploitation

The key purpose of TWINRD's Communication, Dissemination, and Exploitation strategy is to increase the project's impact by effectively sharing its scope, activities, and results, so that identified stakeholders can co-create, use, and benefit from the project's outputs. At the core of this impact-driven work package is the stakeholder engagement approach, which is based on a transdisciplinary and interactive communication process involving continuous collaboration among researchers, policymakers, business innovation leaders, and civil society representatives. This ensures that diverse perspectives are integrated into the co-design, validation, and uptake of project outcomes.

To increase the visibility of TWINRD's efforts, support the dissemination of project results, empower stakeholder activities, and generate academic, policy, and societal impact, several outreach assets and actions have been identified, partially implemented, and assessed.

2. Overview of CDE Activities (M1-M18)

This 18-month update reviews the progress and impact of TWINRD's Communication, Dissemination, and Exploitation (CDE) activities from project launch to June 2025. Key achievements include the development of a strong project visual identity, the launch and regular updating of the website and LinkedIn presence, the publication of the first project newsletter, and the launch of the TWINRD Open Forum, which set the stage for future active stakeholder co-design and validation activities. Stakeholder mapping and database creation were successfully completed, ensuring a balanced and dynamic pool for engagement.

The project has already reached out to stakeholders in a structured manner, collecting expert input to help TWINRD prioritise the technologies driving Europe's green and digital transitions, through the administration of a detailed survey. Lessons learned from these initial outreach and engagement activities will inform refinements for the next phase, with an emphasis on broadening the stakeholder base ahead of the upcoming User Requirements Workshop, Scenario Analysis, and Policy Recommendations Workshops.

3. Communication Activities

3.1. Visual Identity and Project Branding

Most of the core communication set-up was completed by M6 and documented in D6.1. This included developing key elements of the project's visual identity, such as the logo, brand guidelines, and project templates. All templates and accompanying instructions were shared with project partners via a shared folder and are now being consistently used across project materials and project-led events.

3.2. Communication Channels and Materials

The first project milestone (MS1) was achieved as planned in M2, with the website domain going online (in placeholder mode) and the opening of social media accounts.

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3.2.1. Website

The TWINRD website (www.twinrd.eu) went live on **June 28, 2024** (detailed in D6.1). As the project's main point of contact, the website is updated with news posts and content as needed. In recent months, the focus has been on launching the Open Forum, aiming to create a community of relevant stakeholders to support the project in improving research and innovation (R&I) policy evaluations for green and digital transformations.

3.2.2. Social Media

LinkedIn (TWINRD - Ecodigital Futures) was selected as the primary social media channel for TWINRD due to its professional audience and strong presence among the scientific community, policymakers, and innovation leaders. The platform enables targeted sharing of project updates, fosters expert exchange, and supports collaboration with key stakeholders.

Posts highlight project milestones, new resources, and collaboration opportunities, using relevant hashtags to reach both niche and broader audiences. The tone is informative and academic, aiming to position TWINRD as a thought leader in the green and digital transition space, while encouraging stakeholder engagement through calls to action such as newsletter sign-ups and event participation.

Further Reflections and Insights

So far, TWINRD's reach on LinkedIn is lower than expected. Few followers lead to few impressions, which results in lower engagement with posts, reduced visibility among target audiences, and ultimately less impact in terms of stakeholder participation and awareness of project activities.

Additionally, during the first reporting period, posting frequency was low, as it depended on the intense research and preliminary analysis in the modelling work packages. Most core outputs are scheduled from M18 onwards. Thus, starting from M19, dissemination activities will intensify to ensure the modelling narrative takes centre stage as the main outputs progress.

The partners' limited interaction with the platform is also a factor. Specific actions will be taken to promote partner activity and encourage their direct involvement in enhancing the project's visibility. Partner profiles are already tagged in every post, but a dedicated email will be sent to the partners' mailing list to inform them of new LinkedIn posts with a specific request to like, share, and comment. The small consortium size (only 4 partners) also limits the project's reach.

Another possible strategy is to open a private, topic-specific LinkedIn Group, tied to the Stakeholder Open Forum, to attract topic experts and overcome the challenge of broad engagement in a niche area. Members of the Open Forum will be directly invited to join the group, which will hold themed discussions moderated by the project's modellers. Group

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members will be able to invite their 1st-degree connections to help the group grow and increase the stakeholder base for project activities.

3.3. Newsletter

The [first issue of the TWINRD Newsletter] **was published in April 2025** to "celebrate" the project's first 15 months. The Newsletter accounted for the project's groundwork for advancing green and digital innovation by:

- launching targeted research activities to **define key green and digital technologies**,
- building detailed **technology flow matrices**,
- exploring **R&D investment patterns**,
- initiating the development of a **next-generation macroeconomic model** to better capture the dynamics of the Twin Transition,
- launching the **TWINRD Open Forum** as a dedicated space for dialogue and collaboration with stakeholders, ensuring that scientific progress is grounded in real-world needs and policy relevance.



Figure 1 - Header of the TWINRD Newsletter

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Although the actual subscribers are low (15), the reach of the newsletter is wider as the link was promoted via social media. Subscription is promoted via multiple routes: website, social media, newsletter footer and partners' networks.

Further Reflections and Insights

The next edition of the Newsletter is planned for September 2025 and will be a chance to share key messages from two of the project's core outputs which will be submitted in June 2025, namely D2.2 - R&D data for energy, green and digital technologies (data-based) and D4.1 - Conceptual modelling of the Twin transition, which provides an in-depth literature review examining how innovation and Twin Transition are addressed in evolutionary and Keynesian economics. This state-of-the-art analysis will guide theoretical improvements to adapt the modelling approach for large-scale empirical application. Once the conceptual solution is clarified, the project will proceed to develop the theoretical model and the open-access tool (by M30).

A final edition of the Newsletter is planned for the end of the project, for a total of three issues. The frequency of newsletters for a project like TWINRD is intentionally kept low to ensure that each edition contains meaningful updates, significant results, and valuable opportunities for stakeholders. Given the project's focus on research, model development, and stakeholder engagement, substantial progress or outcomes typically occur over longer timeframes. By issuing newsletters at key milestones or outputs, the project can provide comprehensive, well-curated content that reflects real advancements, ensures quality communication, and respects the time and attention of its diverse stakeholder community. Each item in the newsletter will be promoted separately via LinkedIn to encourage visits to the website, to which all newsletter links direct.

3.4. Press Releases and Media Relations

As stated in D6.2, no press release or media outreach was planned during this interval as key dates were selected in the second half of the project. Three press releases will be published during the project's key moments to announce relevant outcomes (i.e., issuing of certain public deliverables and reaching certain milestones) and to present the final outputs. Planned moments for press release delivery include:

- **Conceptual modelling of the Twin transition** (M19-21, July-September 2025 – Insights from Deliverable 4.1) – upcoming in the Summer 2025
- **Twin transition: concept and challenges** (M22, November 2025 – Insights from Deliverable 5.1)
- **Model-based assessment of the Twin Transition & TWINRD Legacy** (M36, December 2026 - Insights from Deliverable 5.2)

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ISINNOVA will issue project press releases in coordination with all partners and request input on possible media contacts to reach. Project partners are also encouraged to share press releases via their channels and, if necessary, take care of local translations for publication in national media. Project partners will work with the national press individually to present the project and its outputs. All press coverage will be available on the TWINRD website. Articles in international (non-academic) press will also be pursued.

4. Dissemination Activities

Several dissemination and exploitation actions and activities are in place to support TWINRD in mobilizing acquired, processed, and accumulated knowledge for the macro-economic modelling of green and digital R&I impact debate. Project dissemination efforts will concentrate on reaching all stakeholder groups, from academia to policymakers to civil society. A combination of project-led engagement activities and events, scientific publications and conferences, policy briefs, and attendance at external dissemination events are at the core of TWINRD's knowledge exchange efforts.

All dissemination and exploitation efforts will both engage and leverage TWINRD's Open Stakeholder Forum launched in February 2025 and detailed in section 5.4. As most core project outputs are expected in the second reporting period, dissemination activities have been limited and have mostly concentrated on convening the community that will receive knowledge sharing. These engagement efforts are detailed in section 5, as part of the project's Transdisciplinary Engagement Process. Partners have also worked on scientific dissemination by producing articles and presenting TWINRD at events. Looking forward, the project has opened its open-access repository.

4.1. Zenodo Repository

A TWINRD-dedicated space has been created on the Zenodo Platform here: **TWINRD H2020 Project**. In this official repository, recommended by the European Commission, all publications, datasets, or other resources related to the project will be published there. A comprehensive set of instructions has been provided to all partners for joining and uploading materials independently. Data sets linking to core public deliverables (i.e. D4.1) have already been uploaded to the repository.

4.2. Scientific Dissemination

TWINRD is committed to the broad dissemination of its scientific outputs through at least five open-access publications in high-impact journals and by making all datasets and models available via an open repository (Zenodo). Additionally, partners will present project breakthroughs at major conferences and workshops (at least 10), while the Open Stakeholder Forum and annual conferences will further engage the research community and inform future research directions.

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4.2.1. Publications (M1-M18)

Publications in progress:

Trade tariffs and the role of R&D in the EU's Green Transition

Authors: K. Fragkiadakis, S. Morfis, Z. Vrontisi and L. Paroussos

The economic impacts of the EU's long-term climate and energy goals may be influenced by revised trade and tariff policies, as well as the EU's reliance on external suppliers for materials and clean energy technologies. This paper examines the effects of tariffs on key economies and the role of R&D in enhancing the EU's capacity to produce clean energy technologies. Using a Computable General Equilibrium (CGE) model, we simulate trade scenarios to assess the economic value of investing in research and development. Timely R&D and targeted innovation in clean energy and advanced manufacturing can reduce import dependency, boost domestic production, and mitigate the adverse effects of tariffs.

4.2.2. Events

In June 2024, the project team from UNU-MERIT organised an insightful session during the **International Schumpeter Society Conference 2024 (ISS2024)**, held in Gothenburg, Sweden. The overarching theme of ISS2024 was Transformation: Creative Accumulation and Creative Destruction in the Economy.

The UNU-MERIT session, titled *Should Schumpeterian macroeconomics be(come) stock-flow consistent?*, was co-organised with the TWINRD project. The session aimed at bridging two prominent academic traditions: evolutionary Schumpeterian macroeconomics and the Stock-Flow Consistent (SFC) modelling approach from post-Keynesian economics.

Through short presentations by three specialists, followed by a dynamic roundtable discussion, participants examined how integrating these two methodologies could generate deeper insights into pressing global challenges—such as green transformations and building a fairer international economy.

This session marked a significant step towards greater convergence between distinct economic modelling traditions, highlighting opportunities for collaborative advancement in tackling macroeconomic challenges.

5. Engagement Activities

TWINRD's stakeholder engagement approach is driven by a participatory framework involving strategic foresight exercises and co-design methodologies, aiming to maximise project impact through meaningful, ongoing collaboration with a diverse array of stakeholders. The strategy is based on transdisciplinary methods, co-creation, and interactive communication, ensuring that research, model development, and policy assessment are informed by a broad spectrum of perspectives from research, policy, business, and civil society.

Key actions performed between M1 and M18 are detailed below.

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5.1. Stakeholder Engagement Strategy

ISINNOVA met – on time – the second project milestone (MS2) by outlining the project's stakeholder engagement strategy in an internal report submitted in M4. This confidential strategy report was reviewed by all partners and is a living document to be updated based on engagement needs.

5.2. Stakeholder Mapping & Stakeholder Database Management

As detailed in the Stakeholder Engagement Strategy Report, ISINNOVA carried out the systematic identification and mapping of stakeholders. Following the generation of the core version of the **TWINRD stakeholder database**, pooling from desk work, past EU projects' repositories and partners' networks, ISINNOVA is ensuring it is continuously updated with relevant contacts from all partners.

The objective is to maintain a diverse and balanced pool of stakeholders across sectors and disciplines throughout the project, which is essential for meaningful co-design and evaluation of project outcomes. Partners actively participate by reviewing the database, identifying gaps in representation, and helping recruit new stakeholders who make contact with TWINRD through project activities. Initial engagement with stakeholders was made through an invitation to the Open Forum Launch Event (see section 5.3) and an introductory survey (see section 5.4) to initiate a collaborative framework, gather insights, and better understand their interests and motivations.

5.3. Open Stakeholder Forum

The Open Stakeholder Forum was launched through a **dedicated online event** in February 2025. TWINRD's Open Forum brings together a dynamic transdisciplinary community of stakeholders, including researchers, policymakers, industry professionals, civil society, and other relevant actors involved in the field of technological and scientific innovation, to join collaborative dialogues on improving research and innovation (R&I) policy evaluations for green and digital transformations.

The opening event showcased the project's goals and methodologies and highlighted upcoming initiatives aimed at involving stakeholders in ongoing discussions, soliciting their feedback, and incorporating their perspectives into the project's ongoing activities. Five external participants attended the launch event and contributed by responding to interactive polls that captured their input on key challenges in their fields, priorities for the next phase of the Open Forum, and insights from the session.

Stakeholders who participated in the launch event received follow-up invitations to join the project's participatory activities. Regular follow-ups will be maintained to ensure their expertise informs the validation and refinement of project research. To increase engagement in future Open Forum events, several strategies could be implemented, such as virtual networking rooms and breakout discussions on specific topics. Interactive ice-breaker

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activities such as virtual networking rooms or brief introductory rounds where participants share their expertise and expectations could foster better connections among attendees. Providing pre-event materials and clear agendas would help participants prepare and feel more confident about contributing to discussions.



Figure 2 - Save the Date for Open Forum Launch Event

5.4. Introductory Survey

The TWINRD project conducted an initial stakeholder survey to prioritize key technologies for detailed analysis in terms of patent activity, R&D, and technology flow matrices. The survey targeted stakeholders from research, policy, industry, and civil society to gather expert input on which green and digital technologies should receive priority focus in the project's modelling work. A total of 37 respondents participated in the survey, with 31 completing the full questionnaire, representing an 84% completion rate. While this represents a relatively small sample size, the response numbers are decent for stakeholder engagement at this stage of a small project like ours. The survey was designed to take 5-10 minutes and solicited stakeholder expertise to guide technology selection decisions.

The survey results informed three key outcomes: shaping the final list of technologies to be studied in detail, feeding into the design of the first stakeholders' workshop, and helping identify synergies with existing modelling initiatives and policy frameworks. The survey provided the necessary expert input to guide the project's technology prioritization process and inform the workshop design, despite the limited scale of participation.

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Figure 3 – Landing Page of the Introductory Survey

In particular, the survey supported the delivery of one of TWINRD's core outputs (D2.2 - R&D data for energy, green and digital technologies) by engaging the expert community revolving around the project in providing input for prioritising the technologies driving Europe's green and digital transitions.

5.5. Project Public Events

The launch of the Open Forum, held alongside the project's GA in February, qualified as the first (of a series of three) public project conferences, as it allowed partners to present TWINRD goals and share initial progress from research and modelling activities.

5.6. Strategic foresight workshops with key stakeholders

The core element of stakeholder engagement within TWINRD is the series of online participatory foresight workshops in a **three-stage process**, starting with a **User Requirement Workshop** (originally planned for M12), consolidated with a **Scenarios Analysis Workshop** (planned for M24), and finalised in a **Policy Recommendations Workshop** (M28).

The User Requirement Workshop has been rescheduled to allow for more comprehensive project development. Project partners decided to further postpone the workshop to ensure

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optimal conditions for stakeholder engagement. This strategic delay will enable the project team to present more mature and compelling results to stakeholders, enhancing the value and impact of the collaborative discussion. Additionally, the postponement allows modelling teams to advance their hypotheses and analytical frameworks to a more refined state, ensuring that stakeholders will engage with well-developed scenarios and robust methodological approaches.

The User Requirements Workshop will kick-start collaborative efforts between modellers and stakeholders. Its primary objective remains to confront and reconcile the expectations of all parties, ensuring a shared understanding of useful and feasible stakeholder-driven research and model application while aligning research efforts with stakeholder interests and priorities.

5.7. Policy Briefs

Project outputs and findings distilled from TWINRD's collaborative policy scenario building and impact assessment exercises (via surveys and workshops) will feed into the production of policy briefs. An initial version of policy briefs was planned at M18 with the Report on academic, policy and societal outreach (D6.5). Because of the dependency of the report content and policy briefs on the outcomes of project activities, and to allow for the elaboration of policy-relevant insights from the project, the timeline has been adjusted.

As the project is still developing its key findings, the stakeholder workshop has been rescheduled to allow for more comprehensive results. Given the current situation, D6.5 includes a first "blueprint" of policy briefs based on available results (including the technology survey) and a list of "questions for stakeholders". This initial list can be updated before the participatory foresight workshops based on further project developments. A final version of policy briefs will be delivered, as planned, in D6.6 – Report on academic, policy and societal outreach & update (including policy briefs) during M36.

5.8. Clustering Activities

TWINRD has secured ongoing collaborations with other EU-funded projects with the aim of mutually strengthening research and planning joint actions.

A major synergy has been established with the TRANSIENCE Project (Horizon Europe Grant Agreement No. 101137606) by building upon the open-source CGE model (OPEN-GEM) developed and published through that project. For the purposes of TWINRD, we have calibrated the model using updated spillover matrices to reflect R&D-related impacts across the economic sectors. This approach ensures continuity and consistency in modelling practices, enhances transparency through open-source methods, and strengthens the scientific foundation of TWINRD's work.

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6. Exploitation Activities

Exploitation activities will accelerate in the second phase of the project, building on the constructive relationships already established with the macro-economic modelling community and policymakers, which are actively shaping future pathways for project outputs.

7. Monitoring and Reporting

7.1. Monitoring Sheets

As WP6 leader, ISINNOVA is regularly evaluating impacts and results achieved through the communication/dissemination/engagement initiatives, to ensure accurate monitoring and reporting of outreach activities. Project partners are invited to use the TWINRD monitoring sheets (Excel files) to keep track of the communication/dissemination activities they perform for the project.

7.2. Progress on KPIs

Progress on communication and dissemination is being tracked through a set of quantitative KPIs, with ongoing monitoring—such as website analytics and stakeholder feedback—informing adjustments to targets and strategy as the project advances. Below is a table summarising the expected KPIs and offering a snapshot at M18.

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KPI	Target (by the end of the project)	Snapshot at M18	Means of Verification	Comments
Number of visits to the TWINRD Website	> 5000	NA	Google Analytics	There was a code error in the Google Analytics plug-in update. Tracking will be restored in July 2025
Number of followers on LinkedIn	> 500	8	LinkedIn Analytics	See Section 3.3.2 for comments on the poor performance. The original KPI was set too high!
Number of social media engagements (times users have interacted with project posts, including reposts, comments, and likes)	> 600	30 Impressions: 647	Multi-platform Analytics	LinkedIn only tracks data from the last year. These numbers refer to M6-M18
Nº of press releases issued	At least 3	NA	TWINRD Records	First Press Release planned for Summer 2025
Nº of newsletters issued	At least 5	1	TWINRD Records/Brevo Records	See Section 3.3 for comments. 5 issues might be too ambitious for the timing of this niche project. 3 will be delivered.
Nº of subscribers to the TWINRD newsletter	> 80	16	Brevo Analytics	Subscribers don't reflect the actual reach of the Newsletter as it is shared in other ways too.
Nº of active participation in external conferences/workshops/events	>10	1	TWINRD Records	

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Nº of articles accepted for publication in peer-reviewed journals	At least 5	NA	TWINRD Records + Zenodo Records	
Nº of experts attending the stakeholder workshops	30 User Requirements WS 30 Scenario Analysis WS 30 Policy Recommendations WS	NA	TWINRD Records	Strategic rescheduling (see Section 5.6)
Nº of members of the TWINRD's Open Stakeholder Forum	60	5	TWINRD Records	
Nº of attendees to the Final Conference	60	NA	TWINRD Records	Planned for 2026

Table 1 -TWINRD's CDE KPIs

8. Conclusions and Next Steps

This 18-month update has reviewed the significant progress made in establishing TWINRD's core communication, dissemination, and exploitation activities, alongside the foundations laid for a dynamic and inclusive stakeholder engagement process. Early achievements—such as the development of a clear project identity, the launch of the website and Open Forum, and the completion of stakeholder mapping—have set the stage for even deeper collaboration and wider impact in the next phase.

Importantly, this period has also highlighted challenges, such as limited social media reach and lower-than-expected partner engagement. To address these, targeted mitigation actions are being implemented: these include increasing the frequency and diversity of communication activities, directly encouraging partner participation through internal communications, and exploring new strategies such as the creation of a topic-specific LinkedIn Group to grow and diversify the stakeholder community.

Moving forward, the focus will shift toward intensifying the dissemination of emerging research outputs, broadening stakeholder participation, and ensuring that communication channels are leveraged to their full potential. As TWINRD enters its next reporting period, particular emphasis will be placed on collaborative events, active use of the Open Forum, and

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the timely delivery of scientific publications, policy briefs, and targeted media outreach. The lessons and insights gathered so far—including those from mitigation efforts—will continue to inform and refine the project's strategy, ensuring that all engagement remains meaningful and that the impact of TWINRD's activities continues to grow across academic, policy, and societal spheres.

A second update of TWINRD's CDE Plan (D6.4) is planned for M36 to report on and assess the performance of the project's communication, dissemination, and exploitation activities during the 2nd reporting period.

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