



WinWin 4 WorkLife

D8.1 Exploitation, Dissemination and Communication Plan

Organization: Euroquality

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DELIVERABLE D8.1– VERSION 2.0

WORK PACKAGE N° 8

Nature of the deliverable		
R	Document, report (excluding the periodic and final reports)	X
DEM	Demonstrator, pilot, prototype, plan designs	
DEC	Websites, patents filing, press & media actions, videos, etc.	
OTHER	Software, technical diagram, etc.	

Dissemination Level		
PU	Public, fully open, e.g. web	X
CO	Confidential, restricted under conditions set out in Model Grant Agreement	
CI	Classified, information as referred to in Commission Decision 2001/844/EC	

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Project summary

WinWin4Worklife (WW4WL) envisions to enable healthy, inclusive and sustainable remote working arrangements (RWA) in Europe by combining employer and employee perspectives into a single framework. The project has five key objectives and outcomes:

- 1) To gain an interdisciplinary understanding of how the private and work spheres interact when working remotely;
- 2) To assess which living and working conditions ensure a healthy work-life balance in RWA for both men and women living in urban, rural, and cross-border areas;
- 3) To develop forecasting models of the impacts of different scenarios of RWA on mobility, land use, air quality, noise, and health;
- 4) To enhance knowledge on the role of culture, regional context and welfare systems in the uptake of RWA by employees and employers; and
- 5) To develop a comprehensive set of evidence-based spatial policies for a sustainable implementation of RWA, based on co-creation processes with stakeholders and citizens.

To do so, WinWin4WorkLife will collect novel and comprehensive data in 5 European countries (DE, FI, LU, PT, SK), selected to represent different welfare systems, housing and labour markets, and cultural norms towards remote work.

Data collection consists of an employer survey focused on organizational support for RWA, impacts on skills retention and productivity, and intentions to relocate; and an employee survey complemented by interviews and a time use app covering employee circumstances, gendered RWA experiences, impacts on work-life balance and mental health, as well as residential or job relocation, and social security and taxation issues. This quantitative and qualitative data will feed custom-made spatial forecasting models to assess wider urban/rural regeneration, environmental and health impacts.

Close and continuous engagement with planning, policy, business, and institutional stakeholders will ensure concrete and context-sensitive policy actions and measures for the sustainable uptake of RWA in Europe.

Executive Summary

This report is part of the deliverables from the project "WinWin4WorkLife" which has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101132580. The Exploitation, Dissemination and Communication Plan for WinWin4WorkLife includes all the consortium's communication and dissemination goals, targeted audience, main messages, and the strategy to overcome the communication barriers of the project.

It includes the Dissemination and Communication needs per WP, defines the target audience and goals, the key message to be conveyed to the audience and the tools and channels to disseminate and communicate on WinWin4WorkLife's activities. It also highlights the strategies to implement said activities and to monitor their impact, with the definition of key monitoring indicators that will help measure the influence of the project activities.

Moreover, this document includes the strategies to be employed throughout the project to exploit WinWin4WorkLife's results, and to define the ownership of these results.

The present Exploitation, Dissemination and Communication Plan is meant to be updated throughout the project, if needed, according to emerging communication, dissemination or exploitation needs from partners at M15, M30 and M42.

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Abbreviations and Acronyms

Abbreviations	Description
IP	Intellectual property
PM	Person-months
RWA	Remote Working Arrangement
WP	Work Package

1. Introduction

1.1. Project objective and expected impacts

1.1.1. WinWin4WorkLife Objective

WinWin4WorkLife aims to predict the spatial and environmental impacts of remote working arrangements (RWA) in five diverse regions: Munich (DE), Lisbon (PT), South Savo (FI), Bratislava-Zilina-Kosice (SK), and Luxembourg (LU). These areas offer varied housing markets, welfare systems and cultural attitudes towards remote work.

By developing forecasting models and mapping taxation and social security regulations, we will assess regional and cultural differences in the social, economic, and spatial impacts of RWA. Additionally, hypothetical analyses of tax-benefit systems in Luxembourg's cross-border regions will be conducted.

To shape informed policy decisions, WinWin4WorkLife will use a participatory foresight approach, engaging stakeholders and citizens in scenario-building processes. This includes a Delphi consultation with experts and local workshops in each case study area to envision the future of RWA.

1.1.2. Pathway to Expected Outcomes

Expected Outcome 1: Increased understanding of the impact of RWA on the living and working conditions, including health and safety at work, work-life balance and consequences of cross-border working.

Pathway: By analysing literature and conducting surveys, the project will gather comprehensive data. This data will be used to explore RWA's impacts, using both quantitative and qualitative techniques, on productivity, well-being, and work-life balance, with a focus on cross-border taxation and social security. Results will be shared with respondents via dashboards.

Significance: The project will produce interdisciplinary reports and scientific articles, contributing significantly to the academic and practical understanding of RWA impacts.

Expected Outcome 2: Increased understanding of spatial and environmental impacts of RWA across urban, rural, and cross-border areas.

Pathway: Surveys and data collection in strategically selected locations will provide insights into geographical factors and relocation preferences. This data will inform long-term scenarios on spatial trends, travel patterns, location decisions, and environmental impacts.

Significance: Findings will be published in interdisciplinary reports and foundational articles, offering a comprehensive view of RWA's spatial implications.

Expected Outcome 3: Identification of the conditions for a fair distribution of RWA benefits (and costs).

Pathway: By analysing data on work-life balance, mental health, skill divides, and wages, the project will explore inequalities and implementation conditions for RWA. This will include examining sector-specific impacts and variations in workforce well-being.

Significance: The project will produce reports and articles that help employers and employees understand how to maximize benefits from RWA, ensuring inclusiveness across different demographics and sectors.

Expected Outcome 4: Policy recommendations and stakeholder engagement to shape the future of RWA.

Pathway: Through continuous dialogue with stakeholders and a series of workshops, the project will create a roadmap for healthy, inclusive, and sustainable RWA policies. Customized policy recommendations will be validated with policymakers.

Significance: The outcome will include a public report, an article on policy recommendations, and a manifesto on RWA best practices. Engagement with thousands of companies and stakeholders will drive widespread adoption and understanding of these policies.

1.1.3. Wider impacts

Wider Impact 1: Increased Economic and Social Resilience in Europe:

Pathway: The project investigates RWA trends, drivers, and impacts, focusing on labor markets, spatial planning, and vulnerable groups. By raising awareness and activating networks, WinWin4WorkLife seeks to improve flexibility and create win-win conditions for all stakeholders.

Significance: Through improved flexibility and workforce efficiency, the project aims to enhance the competitiveness of EU economies. By considering impacts on employees, employers, and spatial dimensions, WinWin4WorkLife contributes to a solid scientific understanding of RWA practices in Europe.

Wider Impact 2: Inclusive Growth and Reduced Vulnerabilities:

Pathway: The project develops concrete policies through direct recommendations, co-creation with policymakers, and dissemination of scientific findings. By focusing on employee outcomes, employer decisions, and vulnerable groups, WinWin4WorkLife aims to foster inclusive growth and address societal challenges.

Significance: The project's impact extends to the implementation of healthy, inclusive, and sustainable RWA policies and practices in Europe, aligning with Sustainable Development Goals on health, gender equality, decent work, reduced inequalities, urban planning, infrastructure strategies, green energy transition and sustainable communities.

By advancing knowledge and policies related to RWA, WinWin4WorkLife contributes to the resilience and inclusivity of European societies, positioning the EU as a global leader in working conditions and sustainable development.

1.2. The role of communication, dissemination and exploitation in the project

Effective communication, dissemination, and exploitation activities are central to the success of the WinWin4WorkLife project. These activities are essential not only to ensure the impact of the solutions developed in the five case study sites but also to engage local communities and stakeholders in their development. Through strategic communication and dissemination efforts, we aim to facilitate the uptake and replicability of WinWin4WorkLife results in the five case study countries and beyond.

The [EC's Online Manual](#) provides the following definitions of Communication, Dissemination and Exploitation:

Communication: “Inform, promote and communicate activities and results.”

Dissemination: “Make knowledge and results publicly available free-of-charge.”

Exploitation: “Make concrete use of results for commercial, societal and political purposes”.

The Objective of the present deliverable is for WinWin4WorkLife partners to successfully communicate about the project and disseminate the results of the project to the right stakeholders, as well as to allow for the uptake and exploitation of WinWin4WorkLife results.

All communication, dissemination and exploitation activities are coordinated in the WP8 “Communication, Dissemination, Exploitation”, led by EQY and involving all partners, and are expected to utilize **25 PMs** throughout the project.

Table 2: Partners PMs for WP8:
Dissemination and Communication

Partners	PM for WP
1- LISER	2.00
2 - EQY	8.00
3 - VUB	1.00
4 - hbits	3.00
5 - PRO	1.00
6 - DCHE	1.00
7 - IST ID	1.00
8 - TUM	1.00
9 - ZEW	1.00
10 - UPM	1.00
11 - UNIZA	1.00
12 - UH	1.00
13 - UM	1.00
14 - TREX	1.00
15 - EPFL	1.00
Total	25

1.3. Intellectual Property Management and Open Access

Effective management of intellectual property (IP) and open access are critical components of the WinWin4WorkLife project's dissemination and exploitation strategy. The project will adhere to rigorous IP management practices to ensure that all created knowledge and innovations are protected and leveraged effectively. This includes identifying IP assets early in the project, establishing clear ownership, and securing necessary protections through patents or other IP rights where applicable. Simultaneously, WinWin4WorkLife is committed to the principles of open access to maximize the reach and impact of its research findings. All publications resulting from the project will be made freely accessible online, in compliance with the Horizon Europe open access mandate. Data generated during the project, such as survey results and models, will be shared on open-access repositories, ensuring transparency and enabling further research by the wider scientific community. This dual approach of protecting IP while promoting open access ensures that the project's innovations can be both widely disseminated for societal benefit and commercially leveraged.

EQY will coordinate the consortium efforts in communicating, disseminating, and exploiting the project and its results.

2. Dissemination, exploitation & communication strategy

2.1. Communication and dissemination needs identified in the Work packages

Below are detailed the expected results from all other WPs that will be disseminated in the WP8 activities. Given that certain deliverables are confidential, only general insights on what has been done will be communicated.

2.1.1. WP1 - Project management and coordination

Objective: Ensure efficient project implementation, financial oversight, and administrative coordination to achieve objectives on time and within budget. Manage internal communication, organize meetings, and coordinate data management and ethics, reporting to the European Commission.

Communication, Dissemination, and Exploitation Needs:

- Develop a comprehensive communication plan for sharing project updates, outcomes, and achievements.
- Establish transparent communication channels among partners to facilitate collaboration.
- Coordinate dissemination efforts, including website development, promotional materials, and participation in events.
- Evaluate dissemination impact and adjust strategies for maximum engagement.

2.1.2. WP2 - Setting a baseline

Objective: Establish a comprehensive framework to guide research activities across WP3-8, including theoretical development and terminology standardization. Conduct literature reviews, learn from past projects, and update conceptual diagrams to inform data collection, empirical analyses, and modelling.

Communication, Dissemination, and Exploitation Needs:

- Communicate on the development of the theoretical framework and terminology to project partners and stakeholders.
- Disseminate findings from literature reviews and lessons learned from past projects to relevant academic and professional communities.
- Promote understanding of the updated conceptual diagram and its implications for research activities.
- Explore opportunities for collaboration and knowledge exchange with other projects and initiatives in related fields.

- Develop strategies for exploiting the theoretical framework, lexicon, and conceptual diagram to maximize their impact on remote work in research and practice.

2.1.3. WP3 - Data collection and case studies

Objective: Prepare and conduct surveys, time-use diaries, and interviews with employers and employees across 5 EU countries. Develop a dashboard for immediate value and boost response rates. The main outcome is the employer and employee datasets, crucial for analytical and modelling work in subsequent WPs.

Communication, Dissemination, and Exploitation Needs:

- Disseminate information about the dashboard and its benefits to potential respondents.
- Promote participation in data collection campaigns through targeted communication strategies in coordination with partners in the 5 case study countries, in order to ensure a fitting communication strategy for the local context.
- Share insights from data collection efforts with relevant academic and professional communities.
- Release open versions of the collected data to facilitate broader impact and stimulate further research in the field.
- Explore opportunities for collaboration and knowledge exchange with organizations interested in remote work data.

2.1.4. WP4 - Understanding interactions between RWA and working conditions – employer’s perspective

Objective: Investigate the economic impacts of RWA within the work sphere using data from the employer survey.

Communication, Dissemination, and Exploitation Needs:

- Disseminate findings from WP4 research to academic and professional communities through publications, conferences, and workshops.
- Communicate key economic insights and implications of RWA to policymakers, employers, and other relevant stakeholders.
- Explore opportunities to present WP4 findings at industry events, webinars, and panel discussions.
- Engage with media outlets to raise awareness of the economic and societal implications of RWA and their significance for various stakeholders.
- Develop targeted communication materials (such as policy briefs or infographics) to distil complex economic concepts and findings for wider audiences.

- Collaborate with industry partners, business associations, and policy organizations to ensure the practical relevance and uptake of WP4 research outcomes.

2.1.5. WP5 - Understanding interactions between RWA and living conditions – employee’s perspective

Objective: Investigate the social impacts of RWA within the private sphere using data from the employee survey, the time use diaries, and in-depth interviews.

Communication, Dissemination, and Exploitation Needs:

- Disseminate findings from WP5 research to academic and professional communities through peer-reviewed publications, conference presentations, and seminars.
- Communicate key social insights and implications of RWA to policymakers, employers, employees, and other stakeholders through targeted outreach efforts.
- Organize webinars and virtual roundtable discussions to inform and engage with stakeholders and facilitate dialogue on social impacts of RWA.
- Develop informative materials such as policy briefs, fact sheets, and infographics to convey research findings in a clear and accessible manner.
- Collaborate with community organizations, advocacy groups, and social service providers to ensure that WP5 findings address relevant social issues and inform policy and practice.
- Utilize social media platforms and online channels to amplify the reach of WP5 research outcomes and engage with diverse audiences.

2.1.6. WP6 - Forecasting spatial and environmental impacts of RWA

Objective: Enhance the understanding of the spatial and environmental impacts of RWA by integrating insights from WP4-5. This includes forecasting trends in RWA by industry, enhancing an integrated land use/transport model to reflect RWA impacts, and analysing environmental implications.

Communication, Dissemination, and Exploitation Needs:

- Disseminate research outcomes from WP6 to academic, policy, and industry audiences through peer-reviewed publications, conference presentations, and workshops.
- Collaborate with urban planners, transportation experts, and environmental policymakers to ensure that WP6 findings inform land use planning, transportation policies, and environmental regulations.

- Organize stakeholder workshops and policy roundtables to facilitate discussions on spatial and environmental implications of RWA and to solicit feedback from relevant stakeholders.
- Develop user-friendly tools and decision-support resources to help policymakers and planners integrate RWA considerations into land use and transportation planning processes.
- Engage with media outlets and online platforms to raise awareness about the spatial and environmental impacts of RWA and promote evidence-based decision-making.
- Collaborate with international organizations and research networks to share best practices and lessons learned in assessing and mitigating the spatial and environmental effects of RWA.

2.1.7. WP7 - Exploring urban and rural futures of RWA with stakeholders and citizens

Objective: Explore divergent and innovative policy trajectories to shape the trends of RWA, address challenges, and leverage opportunities using a foresight approach.

Communication, Dissemination, and Exploitation Needs:

- Communicate research findings and policy recommendations from WP7 to policymakers, government agencies, and relevant stakeholders through policy briefs, reports, and presentations.
- Disseminate the research outcomes from WP7 through publications in peer-reviewed journals and presentations at academic conferences.
- Organize policy dialogues, roundtable discussions, and workshops to engage policymakers and stakeholders in exploring policy trajectories for RWA and to gather feedback on proposed strategies.
- Collaborate with international organizations, think tanks, and advocacy groups to disseminate WP7 outcomes globally and to promote cross-national learning and collaboration on RWA policies.
- Develop practical guidance documents and toolkits to assist policymakers in implementing innovative policy interventions and strategies to support RWA.
- Utilize digital platforms, social media, and online forums to disseminate key messages, research findings, and policy insights from WP7 to a wide audience, including policymakers, researchers, practitioners, and the general public.
- Foster partnerships with government agencies, industry associations, and advocacy organizations to advocate for policy reforms and initiatives that promote sustainable and inclusive RWA practices.

2.2. Target audience, goals

2.2.1. Scientific community

WinWin4WorkLife aims to engage both individual researchers and experts, as well as project consortia, networks, and knowledge platforms like the European Social Policy Network and the International Transport Forum.

1. Interest in WinWin4WorkLife:

- Access to cutting-edge research and data on remote work practices
- Opportunities to collaborate with a diverse range of experts and institutions.
- Contribution to shaping policies and practices related to remote work.
- Access to networking opportunities and knowledge exchange platforms.
- Potential to address pressing societal and economic challenges through research and innovation.

2. Example of Stakeholders: Academics and researchers specializing in socio-economic studies, public health, urban planning, economics, sociology

3. Targeted Messages:

- Share findings through academic journals, conferences, and workshops.
- Promote interdisciplinary collaboration through research networks and consortia.
- Highlight the impact of research on policy and practice.

4. Methods to reach the target group:

- Publish research papers in high-impact journals.
- Organize and participate in academic conferences and symposia.
- Use online platforms for knowledge exchange and networking.
- Create newsletters and reports summarizing key findings for academic audiences.
- Use the network of the academic partners in WW4WL consortium.

2.2.2. Policy Community

This includes members of Parliament, their support staff, and key actors in labour market and social partnerships such as public employment services, labour market intermediaries, and enforcement agencies. Social partners, who are instrumental in shaping labour and social policy regulations across EU Member States, are also considered policymakers in this context. WinWin4WorkLife aims to engage both individuals and representative organizations, networks, and platforms within the policy community.

1. Interest in WinWin4WorkLife:

- Access to evidence-based research and insights on remote work and its societal impacts.
- Opportunities to participate in policy discussions and decision-making processes related to remote work
- Collaboration with diverse stakeholders to develop effective policies and strategies.
- Enhancing regulatory frameworks and enforcement mechanisms for remote work practices.
- Addressing challenges and promoting opportunities for inclusive and sustainable remote work arrangements.

2. Stakeholders and Target Groups:

- Government officials and policymakers at EU national, and regional levels
- Advocacy groups focused on labour rights and social welfare
- Experts and advisors in labour market policies and regulations, welfare, health, economics, and other regulatory bodies, depending on context.
- International organizations and NGOs involved in social and employment issues

3. Targeted Messages:

- Provide evidence-based policy recommendations and insights.
- Facilitate discussions on regulatory frameworks and topics related with spatial planning (spatial impacts), transport and environmental (GHG emissions) impacts are quite relevant RWA impacts for policymakers.
- Promote the benefits and address the challenges of remote work.

4. Methods to reach the target group:

- Develop and distribute policy briefs and reports.
- Organize policy roundtables and workshops.
- Engage in direct dialogues with policymakers and advocacy groups.
- Use digital platforms and social media to disseminate policy insights.

2.2.3. Employers

Our broader stakeholder community includes companies, specifically Human Resources (HR) departments and Chief Executive Officers (CEOs), industry associations, sector federations, civil society organizations including non-governmental organizations (NGOs), and other relevant entities.

1. Interest in WinWin4WorkLife:

- Access to research findings and insights on the impacts of remote work on various sectors and industries.
- Opportunities to participate in shaping policies and strategies related to remote work adoption and implementation.

- Collaboration with diverse stakeholders to address challenges and capitalize on opportunities presented by remote work practices.
- Insights into best practices for promoting employee well-being, productivity, and work-life balance in remote work settings.
- Access to resources and tools for enhancing organizational resilience and adaptability in the context of remote work trends.

2. Stakeholders and Target Groups:

- Companies across different industries and sectors, with a focus on HR departments and CEOs.
- Industry associations and sector federations representing various business sectors.
- Civil society organizations, including NGOs, advocating for workers' rights and social welfare.
- Professional associations and networks involved in human resources management and workplace policies.
- Academic institutions and research organizations contributing to the understanding of remote work dynamics.
- Government agencies and policymakers responsible for labour market regulations and social policies.

3. Targeted Messages:

- Highlight best practices and successful case studies of remote work implementation.
- Provide actionable insights and tools for managing remote workforces.
- Highlight advantages of participating in WW4WL activities, including the employer survey.
- Promote the potential benefits of remote work for employee well-being, productivity benefits and organizational resilience depending on WP2, 3, 4 and 5 results.

4. Methods

- Create and distribute practical guides, toolkits, and best practice manuals.
- Host webinars, workshops, and training sessions for HR professionals and CEOs.
- Use industry conferences and events to present research findings and case studies.
- Recruit ambassadors – employer representatives from case study sites and conduct interviews with them. Publish them on social media and as blogposts on the project website.
- Develop online resources, including infographics and videos, to disseminate key messages.

2.2.4. Employees

The project aims to target individuals with specific professional occupations as well as associations representing various professions and industries.

1. Interest in WinWin4WorkLife:

- Access to research insights and data on the impacts of remote work on specific occupational groups.
- Opportunities to contribute to discussions and policy development related to remote work practices and regulations.
- Networking opportunities with other professionals and associations involved in remote work initiatives.
- Resources and tools for adapting to remote work arrangements and addressing challenges specific to certain occupations.
- Advocacy for policies and practices that promote the well-being and productivity of workers in different professions.

2. Stakeholders and Target Groups:

- Professionals in various fields, including but not limited to healthcare, education, technology, finance, and creative industries.
- Occupational associations representing specific professions or industries, such as medical associations, teacher unions, and engineering societies.
- Freelancers and independent workers seeking support and guidance on remote work opportunities and challenges, including digital nomads.
- Trade unions and labour organizations advocating for the rights and interests of workers in remote work environments.
- Career development organizations and vocational training providers offering resources for upskilling and reskilling in the context of remote work trends.

3. Targeted Messages:

- Provide insights into the benefits and challenges of remote work for different professions.
- Highlight advantages of participating in WW4WL activities, including the employee survey. Offer resources and support for adapting to remote work environments.
- Advocate for policies that protect workers' rights and promote well-being.

4. Methods:

- Develop and distribute informative guides and resources tailored to specific occupations.
- Organize webinars, online forums, and networking events for professionals.
- Use social media and professional networks to share research findings and practical tips, with tailored messages to different subgroups of remote workers.

- Recruit ambassadors – employee representatives from case study sites and conduct interviews with them. Publish them on social media and as blogposts on the project website.
- Collaborate with trade unions and professional associations to reach broader audiences.

2.2.5. Other institutional stakeholders

WinWin4WorkLife will reach out to various institutional entities at both European and national levels, including associations, chambers of commerce, labor unions, employer associations, business representatives, HR communities, civil society organizations, cities, and regions. The objective is to establish a stakeholder panel with geographical variability (local, case-study based, and international profiles), as well as in terms of stakeholder experience and type of professional activity.

1. Interest in WinWin4WorkLife:

- Access to research findings and data that can inform policy advocacy efforts and strategic decision-making at both European and national levels.
- Opportunities to engage in discussions and collaborations aimed at promoting inclusive and sustainable remote work practices.
- Networking opportunities with other institutional stakeholders and relevant actors in the field of remote work and labour policy.
- Resources and support for addressing specific challenges related to remote work implementation and regulation.
- Advocacy for policies and initiatives that support economic development, social cohesion, and workforce well-being in the context of remote work trends.

2. Stakeholders and Target Groups:

- European and national associations representing various sectors and industries.
- Chambers of commerce and business organizations advocating for the interests of businesses and employers.
- Labour unions and employer associations representing workers' rights and interests.
- Business representatives and HR communities seeking insights and best practices for managing remote work arrangements.
- Civil society organizations focused on labour rights, social justice, and community development.
- Cities and regions interested in promoting economic growth, innovation, and sustainable development through remote work initiatives.

3. Targeted Messages:

- Provide data and insights to support policy advocacy and strategic decisions.
- Promote collaborative efforts to address remote work challenges.

- Highlight the role of remote work in economic development and social cohesion.

4. Methods:

- Distribute policy briefs, reports, and case studies to institutional stakeholders.
- Organize roundtable discussions, workshops, and networking events.
- Use digital platforms to facilitate knowledge sharing and collaboration.
- Develop targeted communication campaigns to reach specific stakeholder groups before the Delphi surveys and highlight the advantages of participating in WW4WL activities.
- Stakeholder panel, updated status in M15: 65 stakeholders registered in 03/2025; 100 expected for 06/2025, 150 for 09/2025 and 200 for 01/2026.

2.2.6. Media

This project will reach EU-wide journalists, national media outlets, and the general public.

1. Interest in WinWin4WorkLife:

- Access to accurate and timely information about the project's objectives, activities, and findings for reporting purposes.
- Opportunities to cover stories related to remote work trends, policy developments, and their societal impacts.
- Potential for raising awareness and stimulating public discourse on the benefits and challenges of remote work.
- Engagement with diverse perspectives and expert opinions on remote work issues through interviews and media coverage.
- Contribution to informed public debate and understanding of the implications of remote work for individuals, businesses, and society as a whole.

2. Stakeholders and Target Groups:

- Journalists and media professionals covering labour, employment, and social policy issues at both EU and national levels.
- Media outlets including newspapers, magazines, online platforms, and broadcast channels interested in remote work-related topics.
- The general public seeking information and insights into remote work trends, practices, and policy discussions.
- Opinion leaders, influencers, and thought leaders engaging in public discourse on remote work and its broader implications.
- Educational institutions and research organizations interested in using media coverage as a teaching and learning resource on remote work issues.

3. Targeted Messages:

- Provide timely updates and insights on project progress and findings.
- Highlight the societal and urban impacts and policy implications of remote work.
- Promote public awareness and understanding of remote work benefits and challenges.

4. Methods:

- Issue press releases, media kits, and regular updates to media outlets.
- Organize press conferences, briefings, and interviews with project experts.
- Use social media and online platforms to share news and insights.
- Engage with journalists and media professionals through targeted outreach and media partnerships.

2.3. Key Messages

General Key Messages:

1. **Discovering the WinWin4WorkLife project:** Discover how our project aims to explore and enhance remote working practices for a better work-life balance.
2. **Transforming Work Dynamics:** Join us in shaping the future of work by exploring the impacts of remote work on individuals, businesses, and communities.
3. **Building Economic Resilience:** Learn how remote work can contribute to economic resilience and inclusive growth across Europe.
4. **Empowering Workforce:** Empower employees and employers with knowledge and resources to navigate the evolving landscape of remote work.

Specific Key Messages:

1. **Highlighting Remote Work Benefits and Pitfalls:** Highlight the benefits and pitfalls of remote work, such as improved flexibility, work-life balance, and productivity.
2. **Addressing Remote Work Challenges:** Acknowledge and address the challenges of remote work, including social isolation, digital divide, and blurred work-life boundaries and negative spatial impacts (e.g. urban sprawl).
3. **Cross-Border Collaboration:** Showcase how WinWin4WorkLife fosters cross-border collaboration to understand regional differences in remote work experiences.
4. **Data-Driven Insights:** Emphasize the importance of data-driven insights in understanding the social, economic and spatial impacts of remote work.
5. **Policy Recommendations:** Communicate actionable policy recommendations derived from our research to support the implementation of remote work policies.

- 6. Stakeholder Engagement:** Highlight opportunities for stakeholders to actively participate in shaping the future of remote work through engagement activities and consultations.
- 7. Sustainable Work Practices:** Advocate for sustainable remote work practices that prioritize employee well-being, environmental sustainability, and economic growth.

These key messages can be tailored and integrated into various communication channels, including website content, social media posts, press releases and stakeholder presentations to effectively communicate the goals, objectives and impact of the WinWin4WorkLife project. Additional specific tailored messages will be developed in the Communication package available on the SharePoint according to the targeted audience. The messages disseminated to stakeholders will highlight the main goals and outcomes of WinWin4WorkLife as described above.

2.4. Channels & tools

2.4.1. Project website

A project website has been set up by **hbits** under the domain: <https://winwin4worklife.eu>. This website will serve as a platform for communication on the project in general (aims, governance, WPs/tasks, news, links to similar projects as WinWin4WorkLife), project events and project outputs. All partners will provide content for the website, which is maintained by **hbits**. The website will also serve as an entrance for respondents to participate and an entrance to go to the dashboard. Google Analytics tracking code will be used to collect data on visitors (# of visits, # of sessions, time spent on each page, location) so that the project communication and dissemination strategy can be tailored accordingly. Links to the project website will be placed on all partners' websites.

WHEN: The project website is available since 10/2024 (M9)

Table 3. KPI-Website visits

Key Indicators	Website		
	Poor impact	Good impact	Excellent impact
Number of site visits (per year)	<1500	1500-3000	>3000

2.4.2. Social Media

WinWin4WorkLife uses a holistic social media strategy to raise awareness and engagement among its target communities on platforms like LinkedIn, Instagram and Facebook. The project maximizes each platform's capabilities to (i) communicate on the project updates, events and outputs; (ii) expand its followers through social networks and (iii) animate ongoing interest in WinWin4WorkLife via continuous

curated flow of content related to the project. The project is also planning to establish communities on platforms such as Zenodo (for scientific papers, reports and policy briefs), GitHub (for coding of the forecasting models, coding of statistical analyses of the datasets) and ResearchGate (for a general community of researchers). **WHEN:** The social media channels were created at the beginning of the project (M1).

2.4.3. Scientific and technical publications

WinWin4WorkLife will target the scientific community with data, methodological protocols, research reports (and subsequent journal articles), made available through the project's website and other channels (e.g., ResearchGate, presentations at conferences, circulated through our network). Outputs in this category may also attract the attention of certain members from the policy community, e.g., analysts or advisors commissioning research. The aim here is to spread the knowledge gathered in the project and confront it with other research. By providing open data and open source, WinWin4WorkLife hopes to spur and facilitate new research and to further broaden the understanding in this field.

WHEN: In a timely manner according to the deliverable deadlines and results' achievements.

2.4.4. WinWin4WorkLife events

See section 4.1 *Conferences and events*.

2.4.5. Conferences and external events

To actively engage external stakeholders and disseminate project findings, WinWin4WorkLife commits to participating in a minimum of 10 outreach events throughout the project's duration. These events will take various forms, including workshops, seminars, conferences, and side events, all geared towards presenting the case studies and ongoing research within the project.

The partners are actively involved in prestigious events such as the LISER/IAB conference on digital transformations and the future of work, the bi-annual conference series "Spatial Dimensions of the Labour Market" co-organized with IAB Nuremberg, EuroHealthNet, World Symposium on Transport and Land Use, the Annual Meeting of the Transportation Research Board and the International Association for Time Use Research.

WHEN: All along the project's implementation, more frequently in the second half of the project following the beginning of the results' achievements.

Table 4: External conferences linked with the project's activities

Conference/Events that partners can participate in to promote WinWin4WorkLife
AESOP Congress (annual)
LISER/IAB conference on digital transformations and the future of work (annual)
Spatial Dimensions of the Labour Market (bi-annual)
European Congress of Work and Organizational Psychology
European International Business Academy (EIBA) Conference (annual)
EuroHealthNet conference (annual)
European Public Health Conference (annual)
International Conference on Travel Behavior Research (bi-annual)
World Symposium on Transport and Land Use (triennial)
Meeting of the Transportation Research Board (annual)
Academy of Management (AOM) meeting (annual)
International Association for Time Use Research conference (annual)
Regulating for Decent Work Conference by ILO (annual)
NECTAR conference (bi-annual)
Health and Safety at Work Conference (annual)
Transport Research Arena (05/2026) (biennial)
World Conference on Transport Research (07/2026) (triennial)
Mobile Tartu (biennial)
Swiss Mobility Conference (annual)
International Conference on Population Geographies (biennial)
International Labour Conference (annual)
European Regional Science Association Congress (annual)

Cooperation with other projects and networking

WinWin4WorkLife will engage in knowledge transfer through various channels, including meetings with relevant projects (see table below) and initiatives at national and EU levels, joint technical and dissemination workshops, training sessions for doctoral students and postdocs, public webinars, and participation in dissemination services like Horizon Results Booster or Horizon Results Platform. Additionally, the project will promote code sharing by making the agent-based model open source, enabling other researchers to build upon the work. Collaboration with external partners will also explore open-source possibilities for other models developed in the project.

WHEN: Starting at the beginning of the project to anticipate common timelines with collaborative initiatives.

Table 5. Collaboration opportunities in Europe

Project, programs and topic (selected references)	Partner to reach
SOURCE TM & CRCESS (ESTAT grant, EU), both with Statbel and Destatis	hbits
SSI – Smart Survey Implementation (ESTAT grant, EU) with a consortium of NSIs	hbits, VUB
Labour market forecasts in the Slovak Republic – Comprehensive Electronic System for Tracking the Employment of Secondary School and HEIs Graduates (https://uplatnenie.sk) (Operational Programme Human Resources)	TRES
MoTiV - Mobility and Time Value, European-wide app survey about the perceived experience of travel time on all transport modes (https://motivproject.eu/) (H2020, EU)	UNIZA
Economic survey of the information sector (https://www.zew.de/WS380-1)	ZEW
Well@SME- mental wellbeing in SMEs (https://www.mentalhealth4work.eu/) (Erasmus+, EU)	DCHE
MUC-training for health - Municipal Urban Cleaners on health and safety for better quality of life and wellbeing (Erasmus+, EU)	PRO
REMOBIL - RETHinking MOBILity, location patterns and urban form after the COVID-19 pandemic. The effects of telework and e-shopping (Portuguese Foundation for Science and Technology PTDC)	IST-ID
UNTANGLED - Untangling the impacts of technological transformations, globalisation and demographic change to foster shared prosperity in Europe (https://projectuntangled.eu/) (H2020, EU)	LISER
DIGITUP - Digital upskilling in a telework environment (Luxembourg National Research Fund FNR)	LISER
CHANGE – CHAlleNging Gender (In)Equality in science and research (https://www.change-h2020.eu) (H2020, EU)	UNIZA
ReDiCOV Regional Economic Disparities in the Aftermath of the COVID-19 Outbreak: the role of Digitalization and Working-from-home (German Research Foundation DFG)	ZEW
Labor Market Consequences of Covid-19 and the Digital Transformation (German Federal Ministry of Labour and Social Affairs)	ZEW
MOMENT-GPS – The MOMENT of spatial justice: Mapping Gendered Perceived Safety in Brussels’ Public Spaces	VUB
Domotopy: “at home” in a world in motion (Swiss National Science Foundation)	EPFL
JobMob. European survey on job-related ‘high mobility’ (Mobile Lives Forum)	EPFL

Where to pay social security (https://wheretopaysocialsecurity.eu)	UM
Corona Pandemic and Home Office – Consequences for the social security and taxation of cross-border workers (B-Solutions project, DG REGIO/AEBR)	UM
Social security and tax law in cross-border cases, MoveS: European network of independent experts of social security (EU Framework contract).	UM
MMUST - MUltimodal Model and Cross-Border Mobility Scenarios (https://www.mmust.eu/) (Interreg, EU)	LISER
FABILUT - Implementation and application of a tightly integrated behavioural land use and transport model (German Research Foundation)	TUM
GLASST - Global and Local Health Impact Assessment of Transport: Comparative Modelling for Use Cases (ERC Grant)	TUM
MOBI-TWIN – Twin transition and changing patterns of spatial mobility: a regional approach https://mobi-twin-project.eu/ (Horizon Europe, EU)	UH
REBALANCE – New Mobility Cultures and Policies (https://rebalancemobility.eu) (H2020, EU)	UNIZA
SPROUT – Sustainable policy response to urban mobility transition (https://sprout-civitas.eu) (H2020, EU)	UPM
SCALE-UP – Scale-up user-centric and data driven solutions for connected urban poles (https://www.scale-up-project.eu) (H2020, EU)	UPM
NOESIS – Novel decision support tool for evaluating strategic big data investments in transport and intelligent mobility services (http://noesis-project.eu) (H2020, EU)	UPM
European Mental Health Week & World Mental Health Day	PRO

Table 6: KPIs – Collaboration with other projects

Key Indicators	Poor impact	Good impact	Excellent impact
Number of collaborations with relevant projects	<10	10-20	>20

3. Risks and mitigation measures relating to communication and dissemination activities

In the context of the WinWin4WorkLife project, effective communication and dissemination of activities and results are critical to achieving the project's objectives and maximizing its impact. Dissemination involves sharing project outcomes with a wide range of stakeholders, including the scientific community, policy makers, employers, employees, and the general public. This section outlines potential risks associated with dissemination activities and the strategies employed to mitigate these risks, ensuring that the project's messages are effectively communicated and its results widely disseminated.

1. Lack of Interest or Involvement of Stakeholders (low probability – medium impact)

Work Package (WP): WP7

Mitigation Strategy: WP7 focuses on stakeholder engagement, leveraging the experience of the leading partner in dissemination and engagement. The Advisory Board (AB) will also assist in mobilizing activities and maintaining stakeholder interest through regular updates, interactive events, and targeted communications.

2. Issues in the Organization of Events (high probability – medium impact)

Work Package (WP): WP7, WP8

Mitigation Strategy: Continuous communication with invited speakers and participants will be maintained to mitigate non-availability or cancellations. Event agendas will be kept flexible to accommodate confirmation delays. In case of cancellations, alternative speakers will be sought or events rescheduled. Attractive propositions will be prepared to ensure high participant turnout.

3. Inadequate Reach to Target Audiences (Medium probability – High impact)

Work Package (WP): WP7, WP8

Mitigation Strategy: Develop a comprehensive communication and dissemination plan tailored to each target audience. Utilize multiple channels such as social media, webinars, newsletters, and press releases to ensure a wide reach. Engage with media partners and leverage existing networks to amplify the project's message.

4. Misinformation or Misinterpretation of Results (Low probability – High impact)

Work Package (WP): WP7, WP8

Mitigation Strategy: Ensure clear and accurate communication of project results through well-crafted messages and visual aids. Develop a FAQ section and detailed explanations on the project website. Organize dedicated sessions to clarify any doubts and provide accurate context.

5. Technical Issues with Digital Platforms (Medium probability – Medium impact)

Work Package (WP): WP7, WP8

Mitigation Strategy: Use reliable and tested digital platforms for webinars and virtual events. Have technical support on standby during events to address any issues promptly. Record events for later dissemination to those who could not attend live.

6. Insufficient Internal Communication (Medium probability – Medium impact)

Work Package (WP): WP1, WP7

Mitigation Strategy: Establish regular internal meetings and updates among partners to ensure all are informed about dissemination activities. Use project management tools for seamless communication and tracking of tasks.

7. Lack of Engagement from Media (Medium probability – Medium impact)

Work Package (WP): WP7

Mitigation Strategy: Develop strong media relationships and provide press kits with compelling stories and data. Offer exclusive interviews or early access to findings to key journalists. Highlight the societal impact of the project to attract media interest.

8. Unforeseen External Events (e.g., pandemics, political instability) (Low probability – High impact)

Work Package (WP): WP1, WP7, WP8

Mitigation Strategy: Have contingency plans in place for shifting events from physical to virtual formats. Monitor external conditions and maintain flexibility in planning. Ensure clear communication with stakeholders about any changes.

9. Non-compliance with Data Protection Regulations (Low probability – High impact)

Work Package (WP): WP1, WP3, WP7

Mitigation Strategy: Ensure all dissemination activities comply with GDPR and other relevant regulations. Provide training for partners on data protection requirements. Develop clear guidelines for handling and sharing data.

By proactively identifying and addressing these potential risks, the WinWin4WorkLife project aims to ensure effective communication and dissemination, fostering broad engagement and maximizing the project's impact across its diverse target groups.

4. Dissemination, exploitation & communication activities

4.1. Conferences and events

The WinWin4WorkLife partners will participate in various events during the project lifetime and will organise several events to maximise the impact of the WinWin4WorkLife project.

WinWin4WorkLife's own events and presence at external events

- **10 half-day foresight workshops with 12-15 participants (with an emphasis on policy makers and influencers each).** Foresight workshops aim to examine the policy pathways needed to reach the desirable remote work futures as identified earlier in a consultation of the Stakeholder Panel. These workshops are organized in the 5 local case studies.
- **5 virtual roundtables (webinars).** A webinar will be held in M6 to introduce the project; the other webinars are linked to WPs 4-7 and will be scheduled when major outputs are available, or when intermediate results are available that directly relate to a topical issue.
- **4 open virtual café sessions,** where stakeholders and researchers can ask questions or brainstorm on an issue. Sessions allow for 'active' and 'less active' roles, with short timeslots assigned to participants in an active role who can introduce a question or subject using one PowerPoint slide. Open virtual café topics will depend on the demands of our community (e.g. one on employees'/employers' view).
- **Mid-term symposium (M26),** with 40-50 participants in Mannheim, DE. A one-day mid-term symposium is organised to present preliminary results. This event is an important milestone for the continuous engagement of stakeholders. It also provides an excellent opportunity to liaise with other researchers and neighbouring projects by introducing them to our research methods and data, mobilising further research. Therefore, this mid-term symposium will be combined with a cluster meeting with the sister projects financed under this call.
- **Final conference (M42),** with 80-100 participants in Brussels, BE. This one-day conference will present research findings, policy implications and elaborated policy proposals. Therefore, this final conference will be combined with a policy roundtable. The conference will feature keynote speeches from high-level policymakers and renowned academics. It will also include a poster session targeting PhD candidates and junior researchers to encourage their participation and knowledge exchange. Alongside the conference, a public debate will be organised that is open to anyone interested in RWA.
- **Special sessions at events** where WinWin4WorkLife partners are involved in: e.g., LISER/IAB conference on digital transformations and the future of work (LISER), the bi-annual conference series "Spatial Dimensions of the Labour Market" (ZEW, co-organized with IAB Nuremberg), EuroHealthNet (PRO), World Symposium on Transport and Land Use (IST-ID, LISER), the Annual Meeting of the Transportation Research Board (IST-ID, LISER, TUM), International Association for Time Use Research (VUB).

- **Presentations at conferences and workshops** organised by universities, social partners (in particular ETUC, Business Europe, SMEUnited, SGI Europe, Eurochambres), etc. and at the European Parliament, the European Commission and international organisations. We have already agreed with Eurochambres on the presentation of WinWin4WorkLife to young entrepreneurs participating in the Erasmus+ programme. We will explore the feasibility of organising presentations for key Commissions, Parliament committees or DGs (e.g., DG CLIMA, DG EMPL, DG REGIO, EUROSTAT, ESPON, ESSnet, Committee on Gender Equality) and of doing joint events. We have already explored this with the Benelux Union, but will do so with other organisations such as Eurofound, ILO and OECD. We will also do this on a national level (e.g., German Federal Ministry of Labour and Social Affairs, Luxembourg Ministry of Mobility and Public Works).

Table 7: KPIs - events attended & organised

Key Indicators	Poor impact	Good impact	Excellent impact
Number of events attended	<15	15-30	>30
Number of events organised	<20	20-30	>30
Number of people reached with all events organised	<700	700-1000	>1000

4.2. Cooperation with sister projects

WinWin4WorkLife will collaborate with its 2 sister projects (REMAKING and R-MAP) on several activities:

Table 8: Collaboration framework with the 2 sister projects

A. Methodology and data collection
<ul style="list-style-type: none"> • Exchange of reference lists of literature reviews/Sharing Indexes of respective LR/Pool results from literature reviews • Methodological exchange on the construction of the datasets • Synergies on case studies, avoiding overlap on some common focus countries • Survey: Identify geographical areas and thematic areas of interests for the collection of quantitative data through CAWI Survey; exchange of a few questions; joint analysis of results
B. Dissemination and communication
<ul style="list-style-type: none"> • Joint publications (i.e. special issues and edited volumes) • Participation of sister projects in each other's consortium meetings • Linking to sister projects on project websites

<ul style="list-style-type: none"> • A half-day (virtual) cluster meeting with sister projects as described in the DoA (M26) • Participation in other conferences supported by sister projects • Co-organization of online seminars, workshops, etc • Links to sister projects in projects' websites • Mapping stakeholders to engage them in different opportunities: e.g. Community of practices and other initiatives • Including information on the progress of the sister projects in the projects' respective newsletters • Joint application to the Horizon Results Booster service
C. Management
<ul style="list-style-type: none"> • Exchange of GANTT charts between sister projects • Sister project PIs serve on each other's advisory boards to streamline project execution • Quarterly online coordination meetings (online or in presence)

Table 9: Events and activities attended & organised with sister projects

Key Indicators	Poor impact	Good impact	Excellent impact
Number of Activities & Events with sister projects	<10	10-20	>20
Status in M15	5		

4.3. Publications

Scientific & technical peer reviewed publications and popular scientific articles

Another means of disseminating WinWin4WorkLife's results are scientific publications. WinWin4WorkLife partners will publish reports and results (according to the IPR protection strategy and the open access objective see section 1.3 *Intellectual Property Management and Open Access*) in scientific literature, dedicated peer-reviewed journals, and magazines.

Table 10: Peer-reviewed and scientific journals targeted

Peer-reviewed & Scientific journals targeted
Taxation (and social security) https://kluwerlawonline.com/Journals/EC+Tax+Review/19
Cities - https://www.sciencedirect.com/journal/cities
Transportation Research Part A – Policy and Practice - https://www.sciencedirect.com/journal/transportation-research-part-a-policy-and-practice
Transportation Research Part C – Emerging Technologies - https://www.sciencedirect.com/journal/transportation-research-part-c-emerging-technologies

Transportation Research Part D – Transport and Environment - https://www.sciencedirect.com/journal/transportation-research-part-d-transport-and-environment
Journal of Transport Geography - https://www.sciencedirect.com/journal/journal-of-transport-geography
Journal of Transport and Land Use - https://www.jtlu.org/index.php/jtlu
Sustainable Cities and Society - https://www.sciencedirect.com/journal/sustainable-cities-and-society
Time & Society - https://journals.sagepub.com/home/TAS
Social Indicators Research - https://link.springer.com/journal/11205
Journal of Official Statistics - https://www.scb.se/en/documentation/statistical-methods/journal-of-official-statistics-jos/
Environment and Planning B: Urban Analytics and City Science https://journals.sagepub.com/home/epb
Land Use Policy https://www.sciencedirect.com/journal/land-use-policy
Futures https://www.sciencedirect.com/journal/futures
Technological Forecasting and Social Change https://www.sciencedirect.com/journal/technological-forecasting-and-social-change
Environmental Innovations and Societal Transitions https://www.sciencedirect.com/journal/environmental-innovation-and-societal-transitions
Transport Policy https://www.sciencedirect.com/journal/transport-policy
Transportation https://link.springer.com/journal/11116 ECC
Journal of Labor Economics https://www.journals.uchicago.edu/toc/jole/current
Labour Economics https://www.sciencedirect.com/journal/labour-economics
Slovak statistics and demography https://slovak.statistics.sk/wps/portal/ext/products/ssad!/ut/p/z1/jZBBDolwEEXPwg_n6awXrcjCxNDZqhRbsxrAiTRRdGM-vMWytzG6S9_5MPgusY2HsX3Hon_E-9tfPfg7FxFzUjLEtOOBRNDpKeUJsdI5az9gtsFFXLIQGkUTk0Ve60tkKABAtzfPwYwjw_AYR0fMtC6oTSYgLIWlsb76H8YgstuMLeOaApJiDVwb8vHjfnOkQ9UJa9Acle2z4!/dz/d5/L2dJQSEvUUt3QS80TmxFL1o2XIZMUDhCQjFBME82VDUwQThWQTBTEsxR0kz/
Social Inclusion https://www.cogitatiopress.com/socialinclusion

Table 11: KPI - Scientific publications

Key indicators	Poor impact	Good impact	Excellent impact
Number of research papers submitted for peer review	<14	14 - 18	>18
Number of scientific and interdisciplinary reports	<5	5-7	>7

The publications pending in M15:

- “Impact of remote work arrangements on residential space: a review on relocation, multilocality and spatial inequality”, in preparation for the special issue “Digital Transition and New Forms of Spatial Inequality” in the journal *Social Issues* (UH, LISER).
- "The impacts of remote work arrangements on travel behaviour and activity patterns: a comprehensive review", in preparation for submission to the journal *Transport Reviews* (UNIZA, UPM, LISER).
- Conceptual paper presenting the conceptual model of the WinWin4WorkLife project, in preparation for submission to *Work, Employment and Society* (UNIZA, LISER)

When ready, public deliverables produced by WinWin4WorkLife partners will be made available on the website. Each task leader and deliverable responsible will provide a publishable version. Each public deliverable will be introduced by a graphically edited abstract highlighting key output in an easy-to-access way.

Table 12: List of project deliverables

Deliverable No	Deliverable Name	WP	Lead	Type	Level	Date
D1.1	Project handbook	1	LISER	R	PU	3
D1.2	Data management plan	1	UNIZA	DMP	PU	6
D1.3	Ethics and security management report	1	hbits	R	PU	15
D2.1	Lexicon on remote work	2	UH	OTHER	PU	3
D2.2	Report on state-of-the-art, research gaps and conceptual diagram	2	UH	R	PU	6
D3.1	National data collection reports	3	UNIZA	R	PU	15

D3.2	Implementation plan for data collection	3	UNIZA	R	PU	4
D4.1	Interdisciplinary report on economic impacts of RWA, supplemented with a policy brief	4	ZEW	R	PU	20
D5.1	Interdisciplinary report on social impacts of RWA, supplemented with a policy brief	5	LISER	R	PU	24
D6.1	Interdisciplinary report on spatial impacts of RWA, supplemented with a policy brief	6	TUM	R	PU	30
D7.1	Foresight report	7	UPM	R	PU	39
D7.2	Policy roadmap / Manifesto	7	UPM	R	PU	42
D8.1	Exploitation, dissemination and communication plan	8	EQY	R	PU	6
D8.2	General EC Policy Briefs	8	LISER	R	PU	15
D8.3	WinWin4WorkLife impacts and sustainability report	8	LISER	R	PU	15

4.4. Communication toolkit

A communication toolkit tailored for WinWin4WorkLife has been developed and uploaded to the SharePoint, accessible to all partners. The toolkit includes:

- The WinWin4WorkLife logo
- The Graphic Charter
- A PowerPoint template
- Word document templates
- Social media templates
- Project promo video
- A general leaflet
- A leaflet for stakeholders

The following communication material will be added to the toolkit:

- Roll up (M16)
- A video presenting the final project results (M40)
- Other communication material will be developed throughout the project and in accordance with partners' needs, e.g. document templates, social media templates for partners to use autonomously

Communication material will be translated in different languages facilitating their dissemination to the local population of the Case Study sites: Portuguese, French, German, English, Slovak, and Finnish. The material will be translated by the local partners.

4.4.1. WinWin4WorkLife's Logo



Figure 1: WinWin4WorkLife's logo

Allowed Variations of the Logo



Figure 2: Allowed variations of the logo

4.4.2. Institutional colour palette






	#10A2D8	R: 16 G: 162 B: 216	C: 74% M: 19% Y: 2% K: 0%
	#8FCBBA	R: 143 G: 203 B: 186	C: 44% M: 2% Y: 32% K: 0%
	#DCA1C9	R: 220 G: 161 B: 201	C: 11% M: 43% Y: 0% K: 0%
	#F06769	R: 240 G: 103 B: 105	C: 0% M: 75% Y: 51% K: 0%
	#F7BA66	R: 247 G: 186 B: 102	C: 2% M: 29% Y: 69% K: 0%

Figure 3: Project colour palette

4.4.3. Typography



Figure 4: Project typographies

4.4.4. Title page

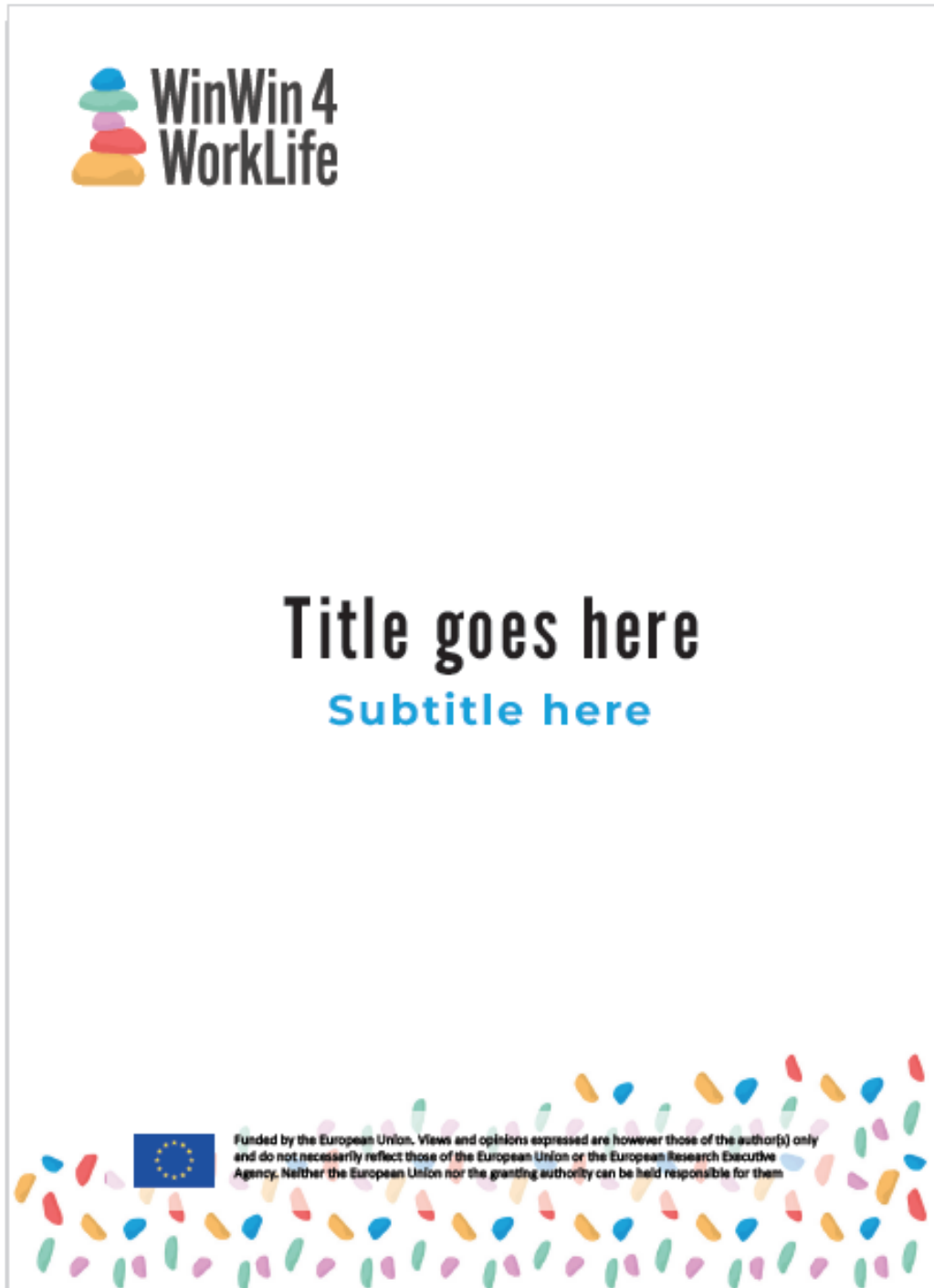


Figure 5: Title page

4.4.5. Word document – Pages

#WW4WL

Figure 6: Word document page

4.4.6. Word document – head letter

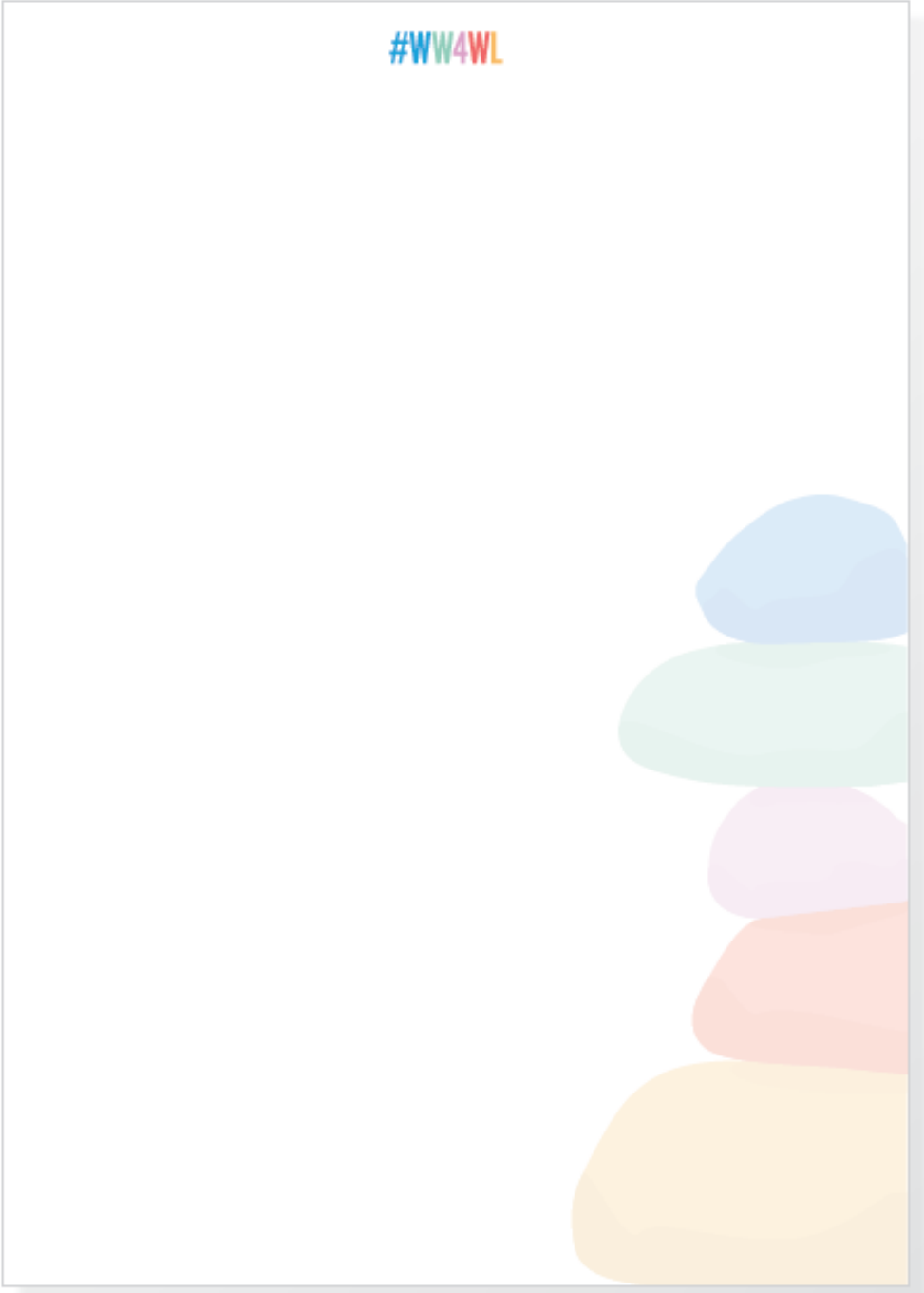


Figure 7: Head letter

4.4.7. PowerPoint – Title slide



Figure 8: Title slide

4.4.8. Power Point – Slides

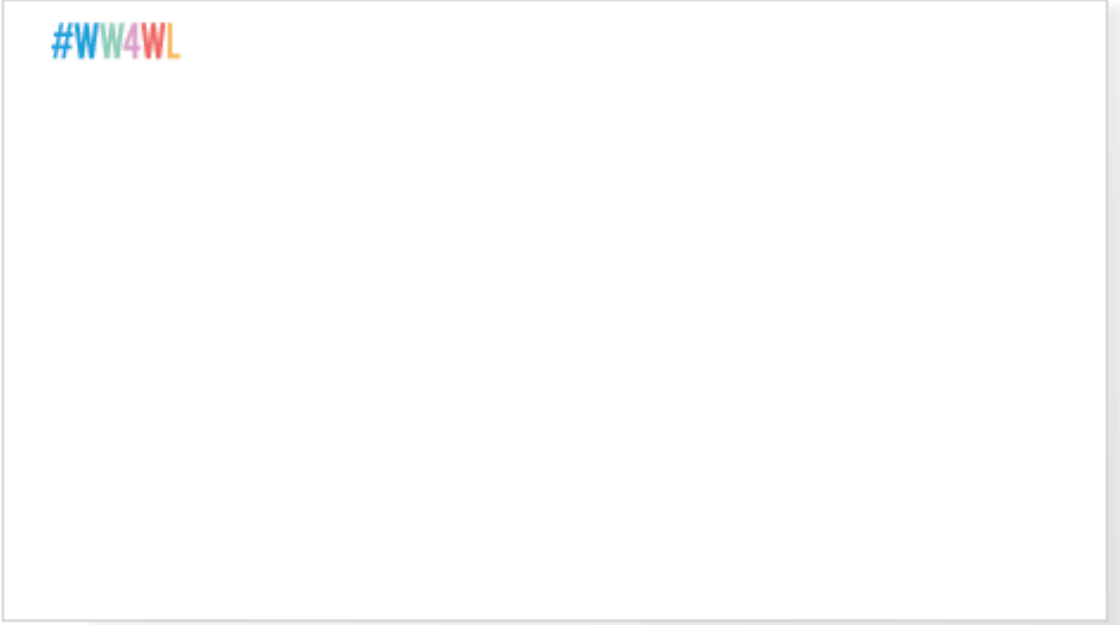


Figure 9: Slide

4.5. Social Media

WinWin4WorkLife social media accounts were created at the beginning of the project (M1). Regular communication campaigns will be launched throughout the project, to communicate on the project activities, developments, progress, partners and events.

Social media publications will address different kinds of stakeholders as identified in section 2.2 (scientific community, policy community, employers, employees, other institutional stakeholders, media). The messages published will be accessible to various types of audience.

Communication campaigns could focus on (non-exhaustive):

- Partners' presentation
- General presentation of the project
- Work Package presentation
- Case study site presentation including interviews with employee and employer ambassadors
- Demonstrations in the different cities
- Results
- Cooperation with sister projects
- Events attended
- Publications

The WinWin4WorkLife partners will have the responsibility to share the publications to their existing network (ex. E-mail, social media, newsletter, etc.), and thus ensure the messages are conveyed to the relevant stakeholders.

Table 13: WinWin4WorkLife Partners' Social Media Channels

Partners	Social Media	Frequency	Audience
LISER	LinkedIn, Facebook, Instagram, Twitter (X)	Whenever there is news to share	Academics, professionals, policymakers, alumni, researchers, students
IST-ID	LinkedIn, ResearchGate	Once or twice a month	Policymakers, professionals, alumni
BRISPO – VUB	VUB: LinkedIn, Twitter (X), BRISPO: LinkedIn, Twitter (X) + newsletter + website IATUR: newsletter (when it concerns time-use)	Whenever there is news to share	Academics, professionals, policymakers, alumni, researchers, students

hbits	LinkedIn, Twitter (X) ResearchGate IATUR	Whenever there is news to share	Academics, professionals, policymakers, researchers.
DCHE	LinkedIn	Whenever there is news to share	Academics, professionals, policymakers, researchers, Health Care Professionals
PROLEPSIS	LinkedIn, Facebook, Instagram, Twitter (X)	Whenever there is news to share	General audience
UPM	TRANSyT: LinkedIn, Twitter (X), Facebook, Instagram, Website	Whenever there is news to share	Academics, researchers, students, alumni, professionals, policymakers
EQY	LinkedIn, YouTube	Whenever there is news to share	Professionals, policymakers, researchers
TUM	LinkedIn		
ZEW	LinkedIn, Twitter (X), YouTube	Whenever there is news to share	Academics, professionals, policymakers, alumni, researchers, students
UM	LinkedIn		
UNIZA	LinkedIn, Facebook, Instagram, Twitter (X)	Whenever there is news to share	Academics, professionals, policymakers, alumni, researchers, students
TREX	Facebook, Twitter (X), LinkedIn	Whenever there is news to share	
UH	Digital Geography Lab: LinkedIn, Twitter (X), DGL blog, project page (tinyurl.com/mr4dbbsw)	Whenever there is news to share	Academics, professionals, policymakers, alumni, researchers, students
EPFL	LinkedIn		

ITEM-UM	LinkedIn and Twitter (X)	Whenever there is news to share	Policymakers, academics, politicians
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The WinWin4WorkLife social media channels are accessible through the following links:

The LinkedIn account for WinWin4WorkLife is available at:
<https://www.linkedin.com/company/winwin4worklife-eu-project>

The Instagram account for WinWin4WorkLife is available at:
<https://www.instagram.com/winwin4worklife/>

The Facebook account for WinWin4WorkLife is available at:
<https://www.facebook.com/profile.php?id=61556829871479>

The Twitter (X) account for WinWin4WorkLife was available at:
<https://x.com/WinWin4WorkLife>. Following changes in X's governance and the ensuing decline in users on the X platform, the WinWin4WorkLife X account was discontinued in April 2025.

Table 14: Timetable of the main social media campaigns

Date	Campaign	Description	Platform
February 2024	Project Kick-off	Announce the start of the project and its objectives.	LinkedIn, Facebook, Instagram
June 2024	Partner Introduction	Introduce project partners and their roles.	LinkedIn, Facebook, Instagram
September 2024	Project Presentation Video	Introduce the project, its goals and impact.	YouTube, LinkedIn, Facebook, Instagram
May 2025	Case Study Presentation	Present the case studies and their significance.	LinkedIn, Facebook, Instagram
June 2025	Infographic Series	Share insights related to policy impacts	LinkedIn, Facebook, Instagram

		of remote work.	
July 2025	Expert Interviews	Post interviews with industry experts on remote work.	LinkedIn, Facebook, YouTube, Instagram
August 2025	Economic Trends	Discuss remote work's impact on economic trends (productivity, innovation).	LinkedIn, Facebook, Instagram
September 2025	Policy Discussions	Share insights related to policy impacts of remote work.	LinkedIn, Facebook, Instagram
October 2025	Social trends	Discuss remote work's impact on social trends.	LinkedIn, Facebook, Instagram
November 2025	Spatial Trends	Discuss remote work's impact on spatial (including mobility) trends.	LinkedIn, Facebook, Instagram
December 2025	Year-End Recap	Summarize the second year's achievements and milestones.	LinkedIn, Facebook, Instagram
February 2026	Case Study Updates	Provide updates on the case studies.	LinkedIn, Facebook, Instagram

April 2026	Community Impact	Share how the project impacts the community.	LinkedIn, Facebook, Instagram
June 2026	Mid-Year Update	Provide a mid-year progress update.	LinkedIn, Facebook, Instagram
August 2026	Policy Roundtable	Host a virtual roundtable on policy implications.	LinkedIn, Facebook Live, YouTube
October 2026	Data Visualization	Post visualizations of key data findings.	Instagram, Facebook, LinkedIn
December 2026	Year-End Recap	Summarize the third year's achievements and milestones.	LinkedIn, Facebook, Instagram
February 2027	Final Findings	Share the final findings from all surveys and studies.	LinkedIn, Facebook, Instagram
June 2027	Results Presentation Video	Share the final results and outcomes of the project.	YouTube, , LinkedIn, Facebook, Instagram
June 2027	Project Closure	Officially close the project and thank all stakeholders.	LinkedIn, Facebook, Instagram

Update at M15: There has been in delay in the communication campaigns' calendar due to delays in the work packages. More specifically, WW4WL largely relies on the survey results that are not yet available. The data collection has been delayed due to the complexity of the surveys that are addressing the economic, social and spatial impacts of remote work at once. This explains the limited impact so far, which is

expected to increase as soon as data collection is finished, and data analysis is started. This is the new timeline for work packages:

Employer’s perspective:

- Employer survey (WP3): March 2025 - June 2025,
- Data analysis on interactions between RWA and working conditions (WP4) July 2025 - March 2026

Employees’ perspective:

- Employee survey (WP3): June 2025 - October 2025
- Data analysis on interactions between RWA and living conditions (WP5): November 2025 - June 2026.

Table 15: KPIs – Social Media Activities

Key Indicators	Poor Impact	Good Impact	Excellent Impact
Engagement rate (likes, comments, shares)	<5%	5-10%	>10%
Reach/Impressions	<5,000	5,000-10,000	>10,000
Number of posts	<10	20	>20
Number of video views	<500	500-1,000	>1,000
Number of infographic shares	<50	50-100	>100
Number of webinar attendees	<30	30-60	>60
Number of live viewers	<50	50-100	>100
Number of downloads	<100	100-200	>200
Number of participants in social media challenges	<50	50-100	>100
Number of profile views	<200	200-400	>400
Number of video shares	<20	20-40	>40

4.6. Website

The website will be the main channel of communication for WinWin4WorkLife. It will feature information on the project activities, objectives, partners, case studies, and networking.

The project domain is <https://winwin4worklife.eu/>

The website is available since in October 2024 (M10) and will be updated throughout the project.

The website was developed by hbits with the support of all partners, to be as appealing and user friendly as possible. It highlights the Case study sites of WinWin4WorkLife.

The website delivers information on 3 levels, with each level providing a deeper and more detailed insight.

- Homepage (1st level): The main information on the project is written in a short and engaging fashion. Short paragraphs explain the key elements without too much detail. Each paragraph has a button linking to a page with more information. In this way, the homepage serves as a storefront for the website. It also provides shortcuts to the Login page, stakeholder page, and sign-up page. This page also contains a header with a video.
- Detail pages (2nd level): The big concepts of WW4WL are explained on dedicated pages. For example, the project goals, the 5 case studies, privacy, etc. These pages are the second level of information and offer a depth of information suited for most visitors. Each case study also has its own information page, and thanks to the illustrations and color assigned per case study, it's easy for respondents to navigate to the information relevant to their specific study.
- Documentation page (3rd level): This level is the deepest in terms of information gathering and caters to academics, press, etc., who need a thorough source of information. Here, any type of document can be downloaded.

Colour coding: With 5 different regions/case studies, it is important that respondents can clearly see whether a page or a block of information is relevant to them. Linked to the logo, each case study has its own shape and colour. This is reflected not only on the case study information page but also on the contact page, etc.

Results: The results are accessible on their own page of the website. This page can be accessed through the header menu.

News and updates: These are gathered on a single page accessible through the menu. This is a blog-style page which allows for easier content addition. The blogpost page will mirror the social media publications (see section 4.5.).

4.7. Newsletters

Several newsletters will be published throughout the project, at least one per year. The objective is to give updates about the project to a different audience than the one reached through social media. The newsletters will give general updates about the project activities, will follow the deployment of solutions in the case study sites and will inform about upcoming events that might be organised by WinWin4WorkLife partners.

The newsletter subscription link was created at the same time as the website through Mailchimp. The link will be published on social media and will be sent by partners to their network members.

To reach a wider audience through these newsletters, WinWin4WorkLife partners will disseminate news on the project through their existing newsletters.

The table below lists the partners that will share WinWin4WorkLife news through their newsletters.

Update at M15: At this stage in the project, no newsletter has been sent out, as the consortium preferred having preliminary results before publishing it. The first newsletter will be published between M16 and M20, reporting on the main findings of the first research phase.

Table 16: Partners' Newsletters

Partners	Newsletter	Frequency	Audience
Prolepsis	Prolepsis Newsletter	Quarterly	General audience, academics, health care professionals Prolepsis volunteers, NGOs, public institutions, media agencies
ITEM-UM	ITEM newsletter	Quarterly	Policymakers, academics, politicians, professionals, ministries, public institutions
TREXIMA	TREXIMA Newsletter	Quarterly	Representatives of the labour market – in particular employers (recruiters), professional unions and associations, representatives of schools and universities, etc.

5. Exploitation

5.1. Introduction to the Exploitation Strategy

The exploitation strategy for WinWin4WorkLife is designed to effectively communicate the outcomes achieved during the project's duration and encourage their uptake by relevant stakeholders. As WinWin4WorkLife progresses towards its objectives, our aim is to engage stakeholders and facilitate the implementation of project findings in real-world scenarios. Our project seeks to bridge the gap between research and practical application, striving to bring about tangible benefits for individuals and organizations in the realms of work-life balance, productivity and mental health.

Similar to our approach, exploitation activities will be proactive and dynamic. We recognize the importance of timely dissemination, ensuring that stakeholders are informed and empowered to utilize project results. Whether it's the development of new business models, innovative products, or policy recommendations, our exploitation efforts will commence as soon as viable outcomes emerge. Furthermore, these activities will extend beyond the project's conclusion, ensuring sustained impact and continued relevance in addressing contemporary challenges related to remote work and work-life balance.

5.1.1. Exploitation Items

- Development of a policy road map / Manifesto (written in EN and translated to 5+ EU languages), distributed to identified employers and workshop participants (100+ per country), and policy makers and stakeholders (10+ per country) in 5 case study countries and EU-wide.
- Creation of 3 WP-based policy briefs (written in EN and translated to 5+ EU languages) distributed to policy makers and stakeholders (10+ per country) in 5 case study countries and EU-wide.
- Production of 3 general EC Policy Briefs (M15, M30, M42).
- Implementation of a dashboard for employers and employees in EN and translated to 5+ EU languages, promoted to 5,000+ employees and 4,250+ employers.

The list of the Project Results of WinWin4WorkLife, to be exploited in targeted manners after the project ends to ensure their sustainability, is indicated in the following table.

Table 17: Exploitation strategy for project results

Project Results	Exploitation Strategy
Shared vocabulary (lexicon) of RWA related terminology	Develop a comprehensive glossary document detailing RWA terminology, suitable for dissemination to stakeholders across different sectors. Organize webinars and workshops to introduce and discuss the lexicon with relevant stakeholders, ensuring its adoption and understanding within the target audience.
Updated conceptual diagram of private and work life interactions	Create visually engaging infographics or interactive digital media to present the updated conceptual diagram. Disseminate these materials through social media channels, project website, and targeted email campaigns to reach a wide audience, including policymakers, employers and researchers.
4 open datasets: employer survey, employee survey, time-use diaries	Establish a dedicated online platform or data repository for hosting and sharing the open datasets. Implement data access protocols and documentation to facilitate easy retrieval and interpretation by researchers, policymakers and other interested parties. Promote the availability of these datasets through academic conferences, professional networks, and data-sharing initiatives.
Typologies of employers based on RWA support	Develop tailored reports or case studies illustrating the typologies of employers and their implications for RWA support. Distribute these materials to industry associations, chambers of commerce, and business networks to raise awareness and encourage the adoption of supportive practices among employers.
Typologies of employees based on RWA intensity	Create informative guides or toolkits for HR professionals and organizational leaders based on the identified typologies of employees. Conduct targeted workshops or training sessions to assist HR departments in implementing strategies to accommodate diverse RWA needs and preferences among employees.
Combined understanding of work-life interactions	Produce policy briefs or white papers summarizing key insights on work-life interactions and healthy RWA working conditions. Disseminate these documents to relevant government agencies, labour unions, and advocacy groups to inform policy development and workplace initiatives aimed at promoting employee well-being and productivity.

<p>5 multi-scale forecasting representations</p> <p>spatial models</p>	<p>Develop interactive visualization tools or dashboards showcasing the spatial forecasting models and their projected impacts on different regions. Organize stakeholder forums or virtual conferences to present the findings and solicit feedback from urban planners, policymakers, and environmental organizations for informed decision-making and land-use planning. Coding of these models can be shared in open access on GitHub, especially for the agent-based models. Open access of the 4-step transport models will be further discussed, as they have been developed with external partners.</p>
<p>Contextual knowledge and evidence-based recommendations</p> <p>policy</p>	<p>Compile comprehensive policy reports outlining contextual knowledge and evidence-based recommendations for sustainable RWA uptake in diverse cultural and institutional settings. Engage in targeted advocacy efforts and lobbying activities to advocate for the adoption of these recommendations by policymakers at the national and European Union levels.</p>

6. Management

6.1. Communication and dissemination procedures

Partners are expected to contribute to and help the visibility of any dissemination, communication and exploitation activities throughout the project lifetime. Although EQY is the leader of the Communication and Dissemination activities, all partners are expected to contribute proactively to these activities. A Communication Taskforce made up of a representative of the Consortium organisations will be responsible for communication and dissemination activities at the level of their organisations, assisting the WP8 leader and taking part in the bimonthly communication meetings. Partners responsible for Exploitable Results of WINWIN4WORKLIFE will be tasked with developing strategies for exploitation.

Partners will take turns administering the project LinkedIn page to mobilise their own networks and increase the number of followers. To this end, a monthly rotation schedule has started in M14.

Partners are also expected to suggest the implementation of relevant communication and dissemination activities, given their knowledge of the project technical activities, and Partners will use their own budget, refer themselves to the graphic charter, and the rest of the communication toolkit, inform EQY to relay the event/post at least 3 months before the events and 1 week before the social media post and depending on their own budgets. Local partners should propose and implement local communication and dissemination activities, based on their knowledge of the local context and on the implementation of the project solutions.

The present Communication & Dissemination plan will be updated during the project implementation, when relevant, and the objectives will be revised according to the progress. The first version of the plan was submitted in M6 and the upcoming updates will be re-submitted by M15, M30 and M42.

6.2. Impact tracking & monitoring

Communication & Dissemination activities implemented by all partners throughout the project will be tracked through a Communication & Dissemination tracker that has been made available by EQY to all partners on the SharePoint. This document is to be updated by all partners for all communication and dissemination activities they will organise during the lifetime of the project (publications, participation in and organisation of conferences and events, newsletters, articles, social media publications and the website).



SOCIAL MEDIA - Confidential

All social media posts related to the WinWin4WorkLife project, whatever the media and the account (personal, company/institution, project account), should be tracked to establish proper use patterns.

#	Purpose of the post	Social media	Partner(s) involved	Date of publication	Main type of audience	Total		Total funding amount for the activity (€)
						Estimated # of persons reached	# of engagement (sharing, likes & comments)	
1	Launch of the Project	LinkedIn	EQY		Research & Scientific community			
2	Launch of the Project	Facebook	EQY		General Public			
3	Launch of the Project	Instagram	EQY		General Public			
4	Launch of the Project	Twitter	EQY		General Public			
5	PhD student inquiry	LinkedIn	EQY		Research & Scientific community			
6	Launch of the Project	LinkedIn	hbts		Research & Scientific community	500	15	- €
7	Launch of the Project	Twitter	hbts		Research & Scientific community	50	10	- €
8	Repost message LISER as PI	LinkedIn	hbts		Research & Scientific community			
9	Launch of the Project	LinkedIn	VUB		Research & Scientific community	264	2	
10	Grant award announcement	LinkedIn	VUB		Research & Scientific community	777	35	
11	Launch of the Project	LinkedIn	UPM	07/03/2024	Research & Scientific community	1000	13	
12	Launch of the Project	Instagram	UPM	07/03/2024	Research & Scientific community	123	9	
13	Launch of the Project	Twitter	UPM	07/03/2024	Research & Scientific community	145	8	
14	Launch of the Project	LinkedIn	DCHÉ	04/03/2024	Research & Scientific community	200	8	
15	Launch of the Project (Trexima LinkedIn)	LinkedIn	ITREX	23/02/2024	Research & Scientific community	190	9	- €



Dissemination & Communication Activities - Confidential

Please include an approximate number per type of audience in columns F to L. If you don't have any ideas of the number, please include "1" on the relevant categories. If you don't know the different categories, please include the global number on the column representing the main type of audience. Besides the funding amount for the activity, please consider these numbers as estimations; this information will just be used to deliver some statistics. No precise counts or proofs will be required to justify.

Activities	Description of the event (including means of participation/support used)	Date	Place	Partners involved	Estimated # of persons reached												
					Scientific community (higher education, research)	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Other				
Organisation of a conference	Mental health and wellbeing for international employees in Denmark	09/05/2024	Copenhagen, Denmark	DCHÉ	10	20	10		10								
Participation to a Conference	European International Business Academy conference (eiba2024.eiba.org)	22/12/2024	Espoo, Finland (Aalto University)	UPM (Rikku)	600	50											
	EuroHealthNet GMC	4-5/06/2024	Utrecht, The Netherlands	DCHÉ	15		30		10								
	EuroHealthNet Seminar	06/03/2024	Utrecht, The Netherlands	DCHÉ	50		50		20								
Organisation of a workshop	Academy of Management Annual Meeting (aom.org)	25/7/2025	Copenhagen, Denmark	UPM (Rikku)	10000												
	European Road Transport Research Opportunities for Slovak Stakeholders	07/11/2024	Centrum vedecko-technických informácií SR (CVTI) UNIZA														



LIST OF PUBLICATIONS - Confidential

#	DOI	Type of publication	Repository link	Link to the publication	Title	Authors	Partner(s) involved	ISSN	Name of the journal	Publisher	Place of publication	Year of publication	Open Access (OA)				Pre-revised publication (I/N)	Joint public/private publication (I/N)	Comments on the impact of the activity
													Green OA (I/N)	Length of the embargo, if any (months)	Gold OA (I/N)	Processing charges for Gold OA (€)			
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Project website - Confidential

This sheet can only be completed by hbts and EQY

Period considered						
From	Date	To	Date	representing	X	months

Main results

	Objective	Results	Comment
Number of users per month	300		
Average duration of visits	> 2 min		
Number of visits of the News section	20		

Location of visitors

Country	N° of visitors	%
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Figure 10: Communication & Dissemination Tracker

The monitoring of the communication and dissemination activities' impact will take place at every Consortium Meeting (every 6 months) and more thoroughly at each periodic report. The progress assessment will be made through the identified key indicators in this document.

The table below summarizes all communication & dissemination KPIs.

Table 18: Summary of KPIs across the CDE activities of WW4WL

Key Indicators	Poor impact	Good impact	Excellent impact
Conferences & Events			
Number of events attended	<15	15-30	>30
Status in M15	6		
Number of events organised	<20	20-30	>30
Status in M15	3		
Number of people reached with all events organised	<700	700-1000	>1000
Status in M15	700		
Cooperation with other projects			
Number of new relations with relevant projects	<10	10-20	>20
Collaboration with sister projects			
Number of activities and events with sister projects	<10	10-20	>20
Status in M15	5		
Publications			
Number of papers published	<2	2-4	>4
Status in M15	0		

Number of popular science articles & press releases published	<5	5-10	>10
Status in M15	1		
Social media			
Number of posts on social media per year	<15	15-25	>25
Status in M15 on - LinkedIn - Instagram - Facebook - X	9 14 14		30
Average Number of impressions per post on LinkedIn	<500	500-1000	>1000
Status in M15	382		
Number of followers on LinkedIn	<200	200-500	>500
Status in M15		267	
Website (to be updated one year after website launch)			
Number of site visits (per year)	<1500	1500-3000	>3000
Newsletter (to be updated after the newsletter launch)			
Number of newsletters sent during the project	<2	2-6	>6
Number of subscribers	<80	80-150	>150
Click rate (click per opens)	<20%	20-50%	>50%
Number of partners' newsletter disseminating WINWIN4WORKLIFE	<3	3-10	>10
Number of recipients through the partners' newsletter	<1000	1000-2000	>2000