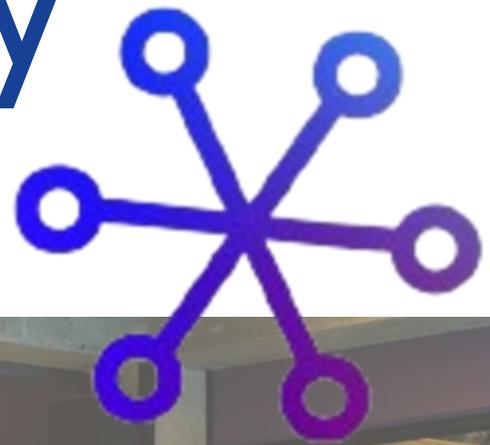


QUARTERLY REPORT #7

SEPTEMBER 2025

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Virtual solutions
for real people



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VIRTUAL SOLUTIONS FOR REAL PEOPLE

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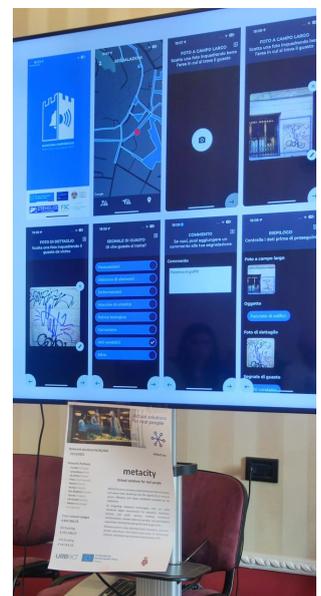
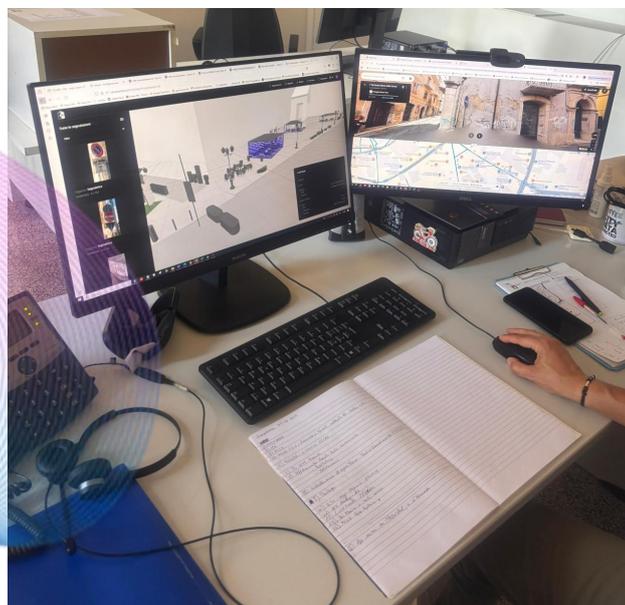
01

IAP DEVELOPMENTS

No time for summer break: METACITY partners continue with the development of their Integrated Action Plans throughout the long summer days in Europe

The 7th quarter of activity of the METACITY Action Planning Network coincided with the traditional summer break period across Europe. July is the traditional holidays month for northern countries, while southern partners prefer August or even September. But while this rest period has been quieter in terms of larger scale events for the network, with no Core Network Meetings or Masterclasses in the agenda, it was far from a pause of activity, as far as development of the Integrated Action Plans are concerned. In fact, with the end of the project quickly approaching, and with all partners wishing to show their progress first at the EURegionsWeek in October, in front of a full audience of EU regions and cities, and then in the last Network Meeting in Fundão in late November, the summer months have been filled with testing actions, ULG meetings and internal work gatherings to further develop the planned actions.

This was the case in Campobasso where on 16 September the Municipality tested the new Digital Twin Campobasso Application and Monitora Campobasso app with its technical team, as part of its testing action. From 30 September to 3 October, citizens will join the testing, contributing directly to the city's Digital Twin for smarter and more sustainable urban management ([more info at: https://lnkd.in/dT8VgTWD](https://lnkd.in/dT8VgTWD)). This followed internal meetings between the local project team, and also with the Lead Expert, in July, for fine tuning the scope and approach of the draft IAP.

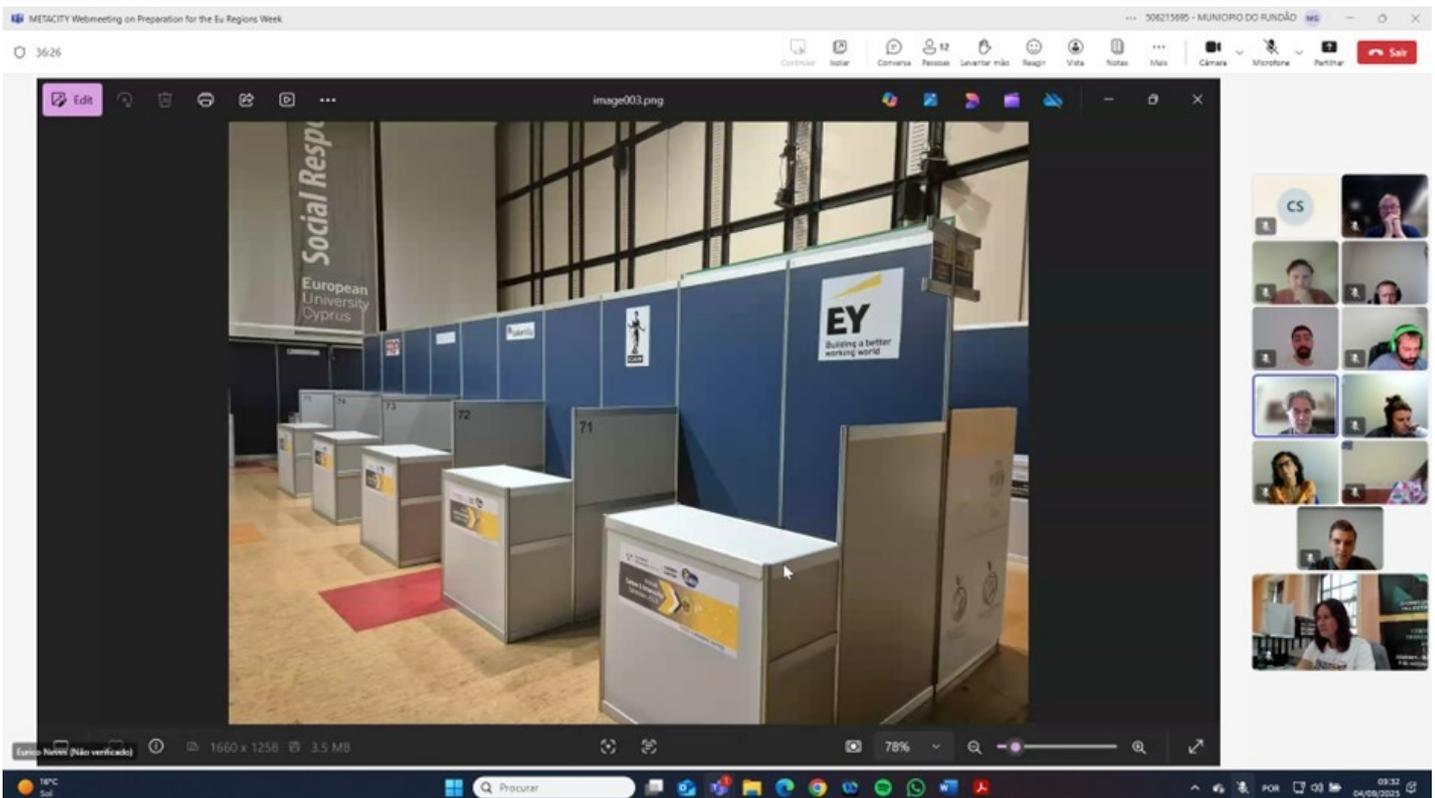


1. IAP DEVELOPMENTS

Also in Nykarleby, the Finnish city being assisted by the METACITY partner Åbo Akademi, during the Culture Night on August 21st, residents and visitors had a unique opportunity to step into the future of urban planning—literally. Åbo Akademi/Experience Lab invited people to try a Virtual Reality experience where they could design their own version of the town square. The activity was part of the local testing action, which explores how small and medium-sized cities can use immersive technologies to strengthen democratic participation and improve public services ([more info at: https://lnkd.in/d62Z9uBN](https://lnkd.in/d62Z9uBN)).



ULG events and dissemination activities also took place in all other cities, while all partners met virtually for a webmeeting on 4th September to prepare the EURegionsWeek participation and make a roundup about IAP progress.



How to make metaverse understandable to local communities?

Challenges and solutions for making complexity of digital transformation more accessible to local communities

- Reducing jargon for including residents in the narrative of change
- Making the intangible tangible: specialized content understandable to different types of audiences



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02

GEARING UP FOR COMMUNICATING THE FUTURE
ACTIONS TO LOCAL CITIZENS

Planning is good, making it in a participated way (the URBACT way) is better, but letting everyone in the city know about what is to come is the icing on the cake.

Since the start of the implementation stage that METACITY has been relying on ad-hoc experts to support partners with parts of their complex task of preparing for the digital future of their cities. We've had Solve talking on available technologies, such as digital twins, Maria João reviewing draft IAPs and Simone assisting cities with the communication strategies for the effective dissemination of their final results.



The screenshot shows a Zoom meeting interface. The main window displays a presentation slide with the following content:

Cultural actors and metaverse for tourism promotion

- Active involvement of museums, heritage organizations, NGOs of the sector
- Connecting advanced digital solutions to local history and cultural heritage
- Testbed for metaverse solutions focused on cultural development and tourism attraction

The slide also features an image of a person interacting with a digital display in a museum setting. At the bottom of the slide, there are logos for URBACT and the European Union, with the text 'Co-funded by the European Union Interreg'.

On the right side of the Zoom window, there is a gallery view of participants, including names like Mites Pralytes, Michele GI, Simone d'Antonio, Yvonne Ballholm-Nyberg, Sabrina Tirabassi, Eurico Neves, Municipality of..., takacs.marcell, and Zoltan Kiss.

Citizen engagement is a cornerstone of all URBACT networks, at all stages of development, from conception to testing and to final dissemination, and that's what expert Simone d'Antonio has been addressing within Metacity, from his initial session at the 3rd CNM in Campobasso, to a recent survey on partners' communication needs, launched through summer, and which results have been addressed in a webinar held on 29 September that has finalized in style Simone's contribution to our network. In this session Simone built on the experience and expressed needs of partners to openly discuss how to involve local stakeholders in the implementation of IAP and for raising awareness on the covered topics. Planning is good, but is engaging stakeholders on the planned actions that makes it great, and now Metacity partners are up to the challenge!

2. Gearing up for communicating the future actions to local citizens

The screenshot shows a Zoom meeting window. The main content is a presentation slide with the following text:

Metaverse for social and economic development

- Services for improving connection between residents and local authorities
- Testing AR/VR for local business growth and cultural heritage
- Impact on the creation of new jobs, development of new services and learning opportunities

The slide also features an image of a person using VR equipment and logos for URBACT and the European Union, with the text 'Co-funded by the European Union Interreg'.

On the right side of the Zoom window, there is a grid of participant video feeds. Visible names include Simone d'Antonio, Michaela Gil, Sabrina Tirabassi, Todor Damianov, Yvonne Backholm, and Zoltan Kiss. Below the grid, there are controls for audio and video for participants like Eurico Neves and Zoltan Kiss, and a chat window for 'takacs.marcell'.

The screenshot shows a Google Meet meeting window. The main content is a grid of participant video feeds. Visible names include Simone d'Antonio, Jan Roučka, Yvonne Backholm, Sabrina Tirabassi, Dimitris Salmas, Todor Damianov, dr. Takács Marcell, Zoltán Kiss, and Michaela Gil.

On the right side of the Google Meet window, there is a sidebar titled 'Pessoas' (People) with a search bar and a list of collaborators. The list includes:

- Michaela Gil (Eu)
- dr. Takács Marcell
- Jan Roučka
- Sabrina Tirabassi
- Simone d'Antonio
- Todor Damianov
- Zoltán Kiss

The bottom of the window shows the meeting controls and the system tray with the date 29/09/2025.



03

FAREWELL TO RICARDO

METACITY says farewell to its project manager and welcomes the promotion of its financial officer for the management of its final stage.

As the METACITY Lead Partner city, Fundão, prepares for a new political cycle, with the departure of its iconic mayor after the forthcoming October local elections following the completion of the maximum of 3 consecutive terms, other changes also take place in a city that has been an example of digital transformation in Portugal and Europe over the recent years, and a RegioStar and European Inclusion and Diversity Capital awarded city. One of these changes has been the departure of Ricardo Gonçalves, that acted as Project Manager to METACITY from its start to September this year, from the city council in order to take a new position in a cabinet in the Portuguese Government.

METACITY says farewell to Ricardo, who was a key animator in all the network events so far, but hopes to meet him again as a guest in the final core network meeting in Fundão next November. But with the appointment of our super-effective Financial Manager, Micaela Gil to project management in functions in accumulation until the end of the project, we know we are still in good hands and that all reports will be submitted in time!



More to follow on this on our next Quarterly Network Report, so stay tuned!

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