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D6.1 – Dissemination and Communication Plan (a)

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- ☐ PP: Restricted to other programme participants (including the Commission)
- ☐ RE: Restricted to a group specified by the consortium (including the Commission)
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TERMINOLOGY

Terminology/Acronym	Description
AI	Artificial Intelligence
AR	Augmented Reality
CSA	Coordination and Support Action
DoA	Description of Action
EC	European Commission
EO	Earth Observation
EO4EU	Horizon Europe project called: AI-augmented ecosystem for Earth Observation data accessibility with Extended reality User Interfaces for Service and data exploitation
ER	Extended Reality
GA	Grant Agreement to the project
HPC	High-Performance Computing
KER	Key Exploitable Result
KPI	Key Performance Indicator
SDO	Standards Development Organisation
UVP	Unique Value Proposition
VR	Virtual Reality

Executive Summary

The EO4EU project aims at expanding access to a wider audience and improving the usability of data generated by EO service providers. To achieve this goal, the platform will leverage machine learning, cloud services, and pre-exascale high-performance computing (see 4 Assets and Value Proposition). An essential step will be the communications and dissemination strategy aimed at guaranteeing a significant uptake of the developed solution.

The overarching dissemination and communication goal is to ensure the maximum uptake and adoption of the project's results. Two communications and dissemination objectives to enable this are (1) to increase the relevance of the project's value proposition and (2) improve the user journey toward conversion. The latter will consider three stages of the user journey, namely the awareness, considerations, and decision stages. This will allow to consistently target the audience in the communications and dissemination activities, thereby providing them a smooth transition from getting acquainted with the EO4EU platform to becoming users (see 2 Dissemination and Communication Objectives).

The communications and dissemination activities will target each of the identified stakeholder groups which include EO data providers, private sector, researchers and academia, policy makers, citizens and general public (see 3 Stakeholder Analysis). To ensure sufficient result exploitation, the applied methodology will include the generation of relevant content for each stakeholder group and their engagement as community members. Some of the tools that will be used include newsletters, social media schedulers, event tools, webinar videoconferencing tools, and event platforms.

An approval procedure for materials considered of high importance by WP6 will be set up (see 5.2 Approval Structure). Additionally, the results of the communications activities will be continuously monitored by such tracking tools as Google Analytics and the Drupal content management tracker, among others (see 5.3 Monitoring).

The communications and dissemination strategy will be multi-channel and consist of horizontal activities, as well as a set of targeted campaigns (see 6 Communication and Dissemination Plan). The channels for horizontal activities will include the support of the website with an overview of the EO4EU functionalities and social media and content repositories. As part of the content production, the plan envisions the creation of a product brochure, a set of use case flyers, and a policy brief. Additionally, a video documentary series, a quarterly newsletter, press releases, and third-party coverage will ensure a multi-media approach to dissemination. Concurrently, EO4EU will organize at least eight webinars, which will include both technical and non-technical webinars, as well as a set of workshops.

It is planned to implement four communications campaigns (see 6.3 Campaigns). The Community Building and Awareness campaign will aim at building the EO4EU Community Database. The EO Innovation Award campaign will promote the EO4EU platform to a wider audience. Next, the Technical Outputs Dissemination campaign will aim at directly promoting the project's specific outputs to their target audiences. Finally, the EO4EU Platform Promotion campaign will demonstrate the features and use cases, thereby leading to further engagement and transition from "visitor" to "user". This plan has already been piloted and some early results were already seen (see 7 Early results and next steps).

1 Introduction

The project, “AI-augmented ecosystem for Earth Observation data accessibility with Extended reality User Interfaces for Service and data exploitation”, or EO4EU, will connect already existing major EO data sources such as DestinE, GEOSS, INSPIRE, Copernicus, Galileo, among others and offer several tools and services to help users find and access the data they are interested in, as well as to analyse and visualise this data.

The platform will leverage machine learning to support handling of the characteristically large volume of EO data as well as a combination of Cloud computing infrastructure and pre-exascale high-performance computing to manage processing workloads.

All this will be available in a user-friendly interface allowing users to intuitively use EO data easily, even with the use of extended reality visualisations.

As an Innovation Action, communication about the project and dissemination of the project’s results are vital to the success of EO4EU in providing tools to support the uptake and accessibility/exploitability of environmental observation information at European and global level. The potential of EO data can only be unleashed if there is a substantial uptake in its use by relevant stakeholders, who can be reached only through effective communication and dissemination.

2 Dissemination and Communication Objectives

Overall, the overarching dissemination and communication goal is to ensure the maximum uptake and adoption of the project’s results. To achieve this technically, two specific objectives have been identified:

- Increasing the relevance and clarity of the project’s unique value proposition
- Removing frictions-like distractions and possible anxiety triggers in the user journey towards the conversion

2.1 Increasing the relevance and clarity of the project's unique value proposition (UVP)

To start users on their journey from unfamiliarity of the results and the solutions to user, they must know what is in it for them and why they should choose EO4EU over other EO Data platforms.

To address this, the EO4EU unique value proposition elaborated in section 4, must clearly be the solution to a problem the potential user has (whether a known or unknown problem).

This will be done by focusing on the key differentiators between EO4EU and existing platforms in the case of potential users who are aware of their problem. In the case of potential users unaware of their problem, the focus must be on making the UVP relevant to them, outlining why EO data could make their lives, job, business, or country better.

2.2 Removing frictions-like distractions and possible anxiety triggers in the user journey towards the conversion

The term “user journey” is used to describe the step-by-step journey that a common user takes to reach their goal. EO4EU puts particular focus on user journeys as 89% of customers consider their experience with a company to be as important as its products and 91% of customers agree that a

positive customer experience makes them more likely to purchase again¹. This highlights the importance of a structured user journey. To start planning, it is necessary to enter in the mind of your users, understanding their wants and needs.

The final users' needs should be the starting point of each user journey. Specifically, our user journey will be divided in three stages.

- **Awareness stage:** in this stage, the prospects are just starting to realise they have a problem. Content at this stage should be informative, help answer simple questions, and solve basic problems. Within this stage, one example of a piece of content we have produced is "[EO4EU: Accessible Earth Observation Data to Combat Climate Change](#)" as it highlights the challenge that EO4EU is addressing and aims to make the target audience gain a better understanding of this challenge. Where a brand image needs to be established, such as in the case of EO4EU, this type of content is the most used within the user journey.
- **Considerations stage:** Here, the prospects have decided to find a solution for their problem and are now weighing their options. Consideration content should help the reader by explaining the available products, services, and solutions on the market. At this stage, checklists, calculators, case studies, vendor comparisons, white papers, reports, and webinars can be used. Some example content could be "10 most popular EO data processing applications" or "The Definitive Checklist for Earth observation data scientists".
- **Decision stage:** Finally, once a lead reaches the decision stage, they're ready to use—they're just investigating what it takes to become a user. At this stage, the content takes a more direct approach with offers such as product technical sheets, competitor comparisons, case studies, fact sheets, and product implementation guides. Demo opportunities and comparison charts can give a lead the last few bits of information they need to become a customer. This is type of content should accompany the launch of the EO4EU platform.

3 Stakeholder Analysis

3.1 EO Data Providers

3.1.1 Description

EO Data Providers are the sources from which the EO4EU platform will pull data such as Copernicus - SENTINEL data, DestinE data, INSPIRE and EGNOS-Galileo.

3.1.2 Benefits from EO4EU and Messaging

EO4EU will add value to the data received from the various data providers, while increasing the accessibility of this data and the user base. This will lead to increased usage of the data provided.

3.1.3 Channels

The main channels used to communicate with EO Data Providers are the website with the dedicated section "For Data Providers", social media through Twitter and LinkedIn, the quarterly Newsletter, events and webinars, and press releases.

Messaging will highlight how EO4EU is effectively supporting the accessibility, uptake and exploitation of the EO data, provided by this stakeholder, at a European and global level.

¹ <https://www.salesforce.com/ap/resources/research-reports/state-of-the-connected-customer/>, Salesforce, 2020

3.2 Private Sector

3.2.1 Description

One of the main end-users of EO4EU (along with Researchers and the General Public), this stakeholder includes any for-profit entity which could use EO data to enhance their own business.

3.2.2 Benefits from EO4EU and Messaging

EO4EU will be usable by non-domain experts, opening the door up to private sector entities that are not yet using Earth Observation as part of their business. The EO4EU use cases already show a range of possible application areas such as healthcare, logistics, agriculture, and forestry and specifically for the private sector, EO4EU's usefulness is being demonstrated through its shipping use case. Less obvious EO-using sectors can also generate innovations such as in risk management, insurance services, consulting, real estate, journalism and media, transport, and even other sectors where a benefit is less apparent.

The full commercial potential of EO data goes beyond these limited examples, and it is up to forward thinking companies to take advantage of the opportunity EO4EU will provide.

3.2.3 Channels

The main channels used to communicate with the Private Sector are the website with the dedicated section "For Industry & Private Sector", social media through Twitter, LinkedIn and YouTube, the quarterly newsletter and direct communication, webinars, and infographics.

The messaging will focus how the EO4EU UVP can provide value to commercial enterprises, giving specific examples, but also encouraging stakeholders to consider how EO data could be exploited by their vertical sectors to bring benefits to their businesses.

EO4EU also envisions early adopters of the EO4EU platform and its technologies. While in this early-access phase, companies can potentially improve their competitiveness by taking advantage of a new technology that is still not widely available on mainstream.

3.3 Researchers and Academia

3.3.1 Description

These are research institutions, universities, research communities and infrastructures, and individual researchers that are interested in accessing and making use of EO data. Potential domains can include more obvious EO-using domains such as natural sciences (Earth and related environmental sciences, geology and agricultural sciences (agriculture, forestry, and fisheries), but there is a bigger opportunity in being able to exploit EO data in domains that do not commonly use EO data and services such as health (particularly in e-health), social sciences and humanities (such as archaeology, social and economic geography, policy and political science), civil and structural engineering and even business studies (insurance, risk management).

EO4EU can also interest research and academia in computer and data sciences especially for the methodologies and technologies that will enable the EO4EU functionalities.

3.3.2 Benefits from EO4EU and Messaging

The research and academia stakeholders described above can take advantage of the use and access to EO data even if they are not experienced EO data and service users. The methodologies and

architecture design used by EO4EU can also be of interest for researchers that can apply these to other applications.

3.3.3 Channels

The main channels used to communicate with Researchers and Academia are the website with the dedicated section “For Researchers”, social media through Twitter, LinkedIn, Zenodo and SlideShare, the quarterly newsletter, events, webinars and EO Innovation Contest, and scientific papers.

Furthermore, with an outreach team already in place, we will also explore using individual professional channels such as ResearchGate to disseminate EO4EU results. In this instance, the channel owner (the individual researchers within the project) will provide as much data about the publication (i.e., links, PDF copies, citations, recommendations, reads).

3.4 Policy Makers and Actors

3.4.1 Description

This stakeholder group generally includes intergovernmental organisations or bodies as well as public administration on various levels from ministries and departments developing policy on the national level, up to regional, municipal and local government departments looking at urban planning, rural development, environmental and climate impact on areas, geography-dependent economies (i.e. wood economy, fisheries etc.), among others. Critical infrastructure and emergency services as well as defence and disaster or crisis rehabilitation activities can also benefit from better access to EO data.

3.4.2 Benefits from EO4EU and Messaging

With user-friendly access to EO data and new policy making decision support tools from EO4EU, policy makers and actors at various levels can be enact better data-backed policies.

3.4.3 Channels

The main channels used to communicate with Policy Makers and Actors are the website with the dedicated section “For Policymakers”, social media through Twitter, LinkedIn, Zenodo and SlideShare, the quarterly newsletter and direct communication, event, webinars and dedicated Policy Luncheon, and policy briefs and service brochure.

3.5 Citizen Scientists and the General Public

3.5.1 Description

This includes concerned citizens that would like to access EO data, usually about their area or city of residence. It also includes the multitude of citizen scientists that are actively contributing to scientific research usually about environmental topics. This can also include non-profit organisations that would like to use EO data to support their agenda.

This stakeholder can also include end-users of resulting tools or applications from the EO4EU Platform.

3.5.2 Benefits from EO4EU

User-friendly access to EO data through the EO4EU Platform will enable even non-technical users to access data.

3.5.3 Channels and Messaging

The main channels used to communicate with Citizen Scientists and Public are the website with the dedicated section “For Society”, social media through Twitter and Instagram, the quarterly newsletter, webinars, videos and infographics.

4 Assets and Value Proposition

Key exploitable results (KER) are tangible or intangible outputs of the project, such as data, knowledge, and information - whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights.

A preliminary mapping of KERs have been done by T6.4. The following are the KERs (in **bold**) that have been mapped. This list will be further refined, but for now, will be the basis of the dissemination and communication plans in section 5. We have also grouped the KERs based on the result type to facilitate communication and dissemination campaigns.

Table 1 - EO4EU Preliminary Key Exploitable Results

KERs (in bold)	First Availability
EO4EU platform – a.k.a. Data Operation (Data Ops) ecosystem, provides open access to data and processing tools, visualization; bridges the gap between silos, initiatives, and data pools <ul style="list-style-type: none"> Data store and Data Staging Service Interoperability layer 	M18 - 30/11/2023
EO Data and AI Methodologies and Functionalities <ul style="list-style-type: none"> Semantic annotation machine learning methodologies for EO data Learned compression machine learning methods for EO data EO Data fusion technique to extend the scalability of existing distributed systems 	M18 - 30/11/2023
Advanced EO Data Applications and Functionalities <ul style="list-style-type: none"> Augmented and Virtual Reality - for interactive user experience Advanced data analytics visualization - for improved decision and policy making Domain Specific Language (DSL) terminology - for users to define workflows Semantically enhanced knowledge graphs - improves FAIRness of EO data knowledge and support sophisticated representation of data and dynamics 	M18 - 30/11/2023
Domain-specific tools and applications – these are tools and solutions that will be developed from the use case activities <ul style="list-style-type: none"> Personalized health care solutions Ocean monitoring solutions Food security solutions Forest ecosystems solutions Soil erosion solutions Environmental pest solutions Crises (responders) management solutions 	M18 - 30/11/2023

4.1 Value Proposition

EO4EU advances the state of the art through innovative value-added features that opens the EO data to wider use by non-technical users.

Stakeholder Pains & Challenges	EO4EU's Value Proposition
<ul style="list-style-type: none"> • Researchers & citizen scientists: Lack of accessible EO data • Policy: Lack of EO-based decision making tools • EO Data providers: Need to exploit produced data further • Private sector: need to innovate and stay competitive 	<ul style="list-style-type: none"> • Researchers & citizen scientists: Easier access and usage of EO data through the EO4EU Platform • Policy: EO4EU has Policy Decision Support Tools based on EO data • EO Data providers: EO4EU's value-added functionalities allows more usage of our data & presents opportunities for further downstream applications • Private sector: EO4EU is opening up EO data use and has early adopter opportunities that can be leveraged to improve business processes

5 Approach and Methodology

The key to ensuring sufficient results exploitation and generating value for stakeholders is having the right contacts as part of a project's community database. Our methodology centres around turning "strangers" into the project's community members, to users or result adopters and eventually promoters that will help promote the project. Enabling this is content and engagement. All communications and dissemination activities need to be interconnected and coordinated and should have a logical place in the methodology, otherwise, there is a risk of effort going to waste as it may not contribute to the ecosystem of channels and paths to generate contacts.



Figure 1 – The EO4EU Communication, Dissemination and Stakeholder Engagement Methodology

5.1 Resources

The members of T6.1, T6.2 and T6.5 all contribute to the implementation of the Dissemination and Communication Plan and have a role as part of the Dissemination and Communication Team. After

the kick-off, a mapping of commitments across the tasks were made and the following roles are assigned:

- **Communication & Dissemination Team Lead:** Trust-IT
- **Graphics Design, Web Development and User Experience Specialists:** COMMpla
- **Events Specialists:** Trust-IT, COMMpla
- **General communications contributors:** Trust-IT, COMMpla, SIS, eBOS, IES, MEEU, ENG, IVI, VU
- **Outreach Contributors:** Trust-IT, COMMpla, SIS, eBOS, IES, ENG, VU
- **Content Writers:** Trust-IT, COMMpla, ENG
- **Social Media Contributors:** Trust-IT, COMMpla, SIS, eBOS, IES, ENG, VU
- **Video Production:** Trust-IT, COMMpla
- **Technical and Use Case Liaisons:** Trust-IT, COMMpla, SIS, eBOS, IES, MEEU, ENG, IVI, VU, KEMEA, HES-SO, ECMWF, NVCR, CMCC, NKUA, DANAOS, HES-SO, LU

WP6 has a total of 160 PMs. But the Dissemination and Communication efforts here are also shared with the innovation management and exploitation activities.

Aside from effort, several tools are also used to deliver the communication and dissemination that are managed by Trust-IT and COMMpla such as newsletter tools, social media schedulers, event tools i.e., for live polling, webinar videoconferencing tools, event platforms, among others.

5.2 Approval Structure

An approval procedure will be set up for communications materials that WP6 regards to be of high importance. For now, this spans main website pages on KERs (static pages). Further items or topics can be tagged as “of high importance” upon request to WP6.

To ensure an efficient process and a central communications channel for the team, the WP6 mailing list will be used, which will include at least one representative per partner, appointed by each organisation as their interface for the communication, dissemination, and exploitation activities. This process ensures that all partners are continuously updated and involved with the WP6 activities.

Table 2 - EO4EU communication approval procedure

Step	Description	Duration
1	WP6 sends the first version (v0.1) of communication material it has created to the WP6 mailing list with a deadline to respond within at least 1 working day.	0 days
2	The WP6 team members review the initial version and provides feedback to the author. If more time is needed to provide feedback, the team member can flag the material for further feedback and request an extension for the deadline. Where there are no responses to requests for feedback before the deadline ends,, the process moves immediately to Step 3 even if the duration is not yet completed.	1 day
3	The feedback, if any, is implemented by WP6.	1 day (or more, depending on feedback)
4	Following implementation, or if no objections are provided in Step 2, the author publishes the material.	1 day

5.3 Monitoring

Monitoring is fundamental to track how our communication and dissemination activities contribute to achieving our goals and where necessary, adjust based on the data. The main tools used for tracking the data are Google Analytics 4 (from now on GA4) and the submission we receive through our Drupal content management framework.

Since the new regulation on tracking cookies was implemented, users who don't accept tracking cookies are not tracked by GA4, so all the data coming from GA4 only represent partial results of the real total amount of website users. On Drupal however, it is possible to accurately track the number of people who submit on a form or download material. Nonetheless, despite the underreported number of users, the way GA4 calculates users is stable, and so a combination of tracking through GA4 and Drupal will still allow us to understand whether specific activities are effective. The solution mentioned and the use of Google Data Studio for data visualisation will allow us to identify which part of the website should be improved in the user journey towards the use of the EO4EU Platform.

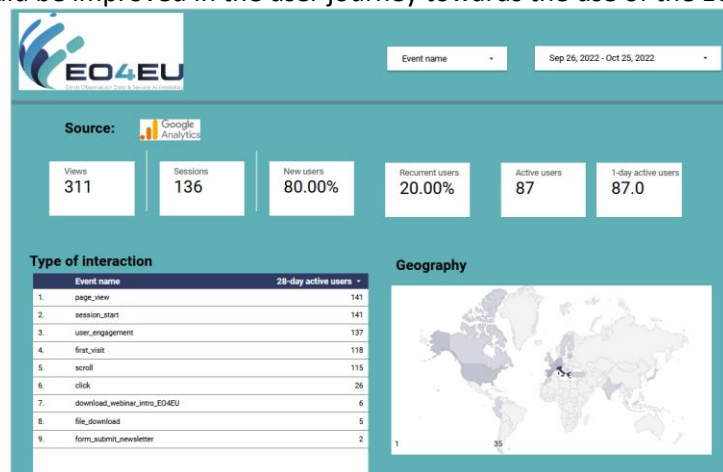
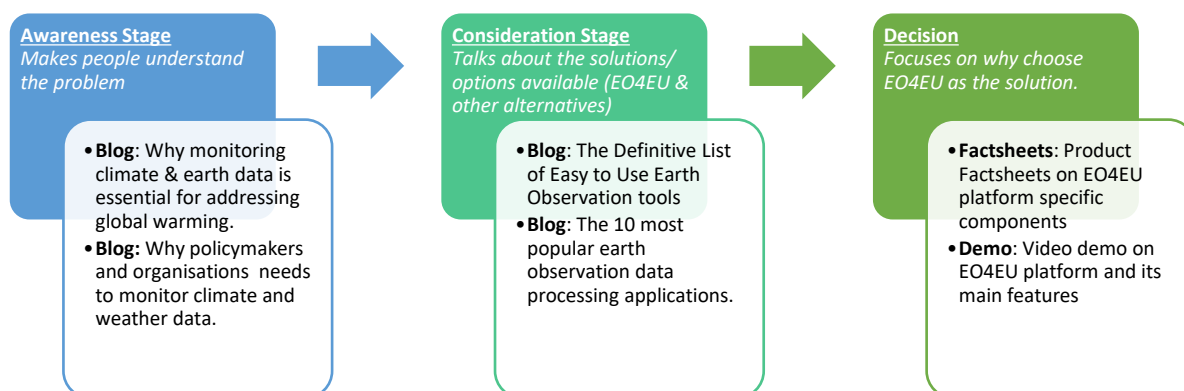


Figure 2 – The EO4EU Website Monitoring Dashboard

For the other EO4EU channels such as social media and content repositories, these tools provide their own tracking systems. These will all be collected in the WP6 Management Sheet available to all project members. Based on the user journey we introduced in chapter 2.2 below are some monitoring sources for the various metrics that will be tracked:

Metric	Monitoring tool
Awareness stage	
Twitter, LinkedIn, Instagram, YouTube & SlideShare	Twitter, LinkedIn, Instagram, YouTube & SlideShare analytics
Views	GA4
New users	GA4
Sessions	GA4
Consideration stage	
Returning users	GA4
Download content material	GA4
Decision stage	
Publication downloads	Zenodo
Form submission contact us	Drupal
Form submission newsletter	Mailchimp
Form submission webinar	Drupal

The EO4EU Community Database is populated by the people that specifically asked to be informed of the developments of the project (through the newsletter, webinars etc.). This signifies that they have completed the user journey, having started from the awareness stage as general visitors, they became interested in the project and now want to keep up with project developments. Below are some examples of two user journeys that push people towards becoming EO4EU community members or platform users.



6 Communication and Dissemination Plan

6.1 Introduction

The EO4EU Communication and Dissemination plan is organised into two types of activities: **horizontal activities** which are carried out throughout the project's lifetime and **campaigns** which are organised based on a specific goal and have a specific duration.

Horizontal activities ensure that continuous communication on the project's development is undertaken while campaigns ensure that communication and dissemination activities are organised to specifically contribute to the project's success. For example, a horizontal activity is the weekly posting on Twitter ensures weekly updates on the project while the Awareness Campaign, through a webinar, video, and gathering EO4EU community members ensures the project has an initial database of contacts to promote the EO4EU platform to. Further campaigns or activities can be added based on the developments within the project.

6.2 Horizontal Activities

6.2.1 Channels

6.2.1.1 Website

The first version of the website has been live since the beginning of the project at www.eo4eu.eu. At its current state, it provides a high-level overview and careful attention has been made towards the content with the aim of ensuring that the website supports the first Community Building and Awareness Campaign (see section 6.1.5) and provides a continuous communication of the project's development.

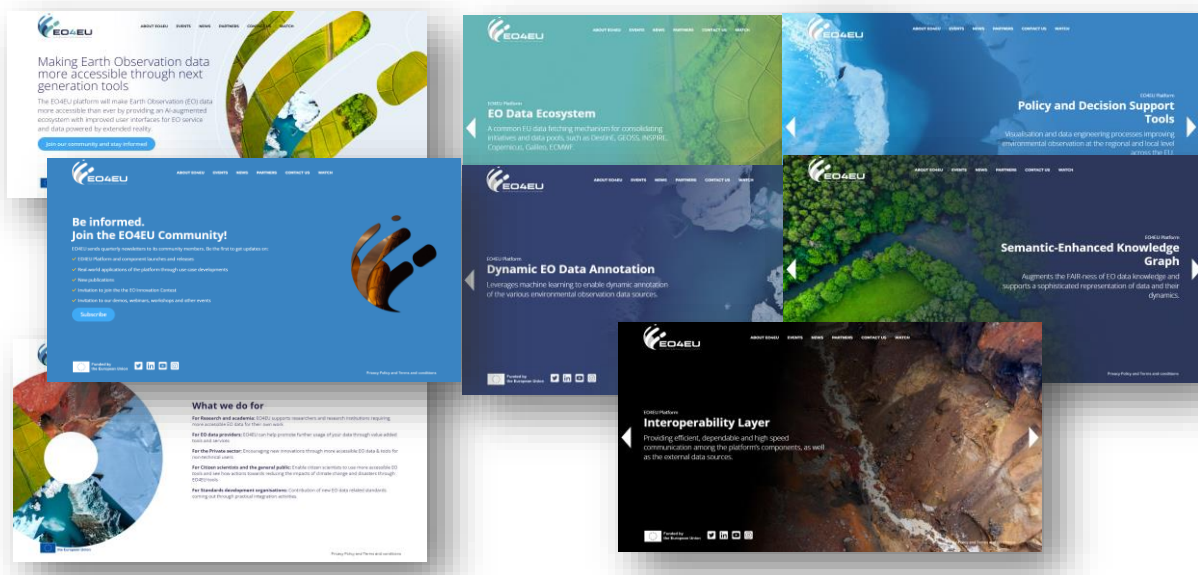


Figure 3 – The EO4EU website visuals

The current website includes a one-page overview of the most important aspects of the website including an overview of the functionalities of the EO4EU Platform, the first episode of the EO4EU video documentary series (which also doubles as a general video for the project), the use cases, what we offer for each stakeholder and a call to action to join our community database (to be informed of the project's developments).



Figure 4 – The EO4EU website v1 Sitemap

The v2 of the EO4EU website will retain most of the existing structure and content but will be designed more to support dissemination activities as it will be further enriched with further additional subpages and stakeholder-specific content. The next iteration of the EO4EU website will see a landing page for the access point of the EO4EU Platform (once it is ready), a page for each stakeholder with relevant links to results or calls to action. Each use case is also expected to have its own page where the challenge, solution, impact/early results or updates will be housed as well as related multimedia (factsheets or videos).

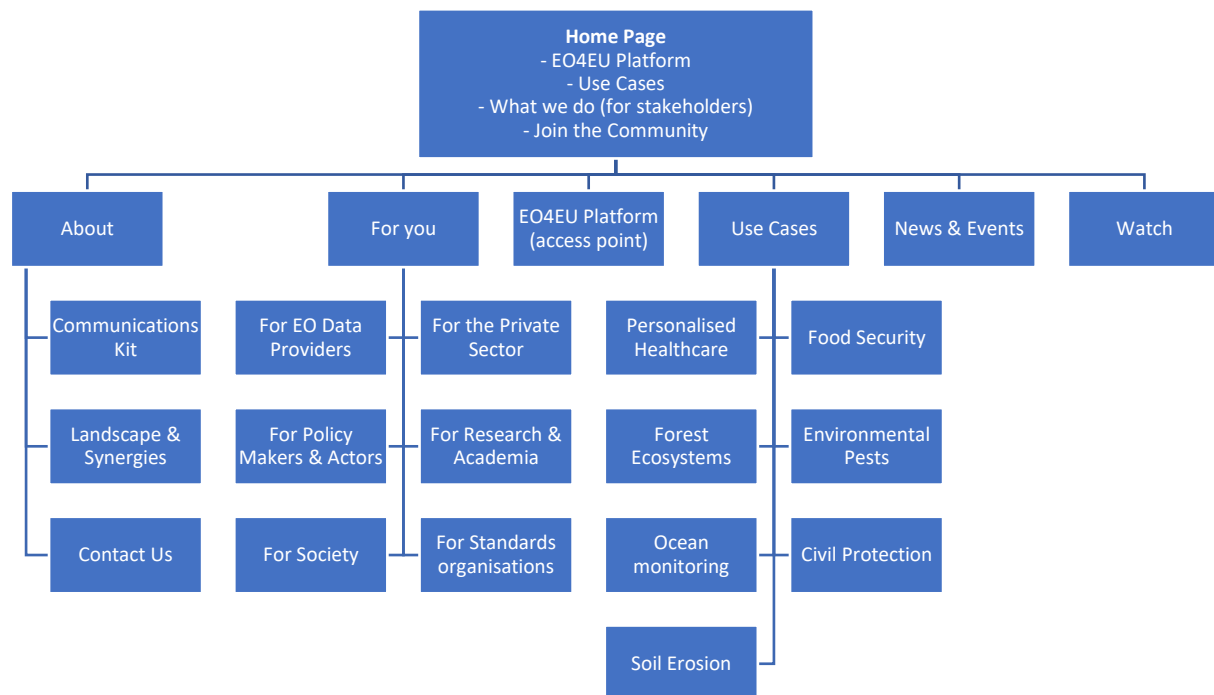


Figure 5 – The planned EO4EU website v2 Sitemap

Activity	Goal
Cumulative visitors to the website	1,500 (M12), 2,500 (M18), 3,500 (M36)

6.2.1.2 Social Media & Content Repositories

To engage with its stakeholders, build its community, and generate interest for the uptake of EO4EU Platform and other results, EO4EU uses various social media platforms and produces high-quality and highly relevant content to publish on each.

Since the start of the project, EO4EU accounts on Twitter (<https://twitter.com/EO4EU>), LinkedIn (<https://www.linkedin.com/company/eo4eu>), Instagram (<https://www.instagram.com/eo4eu/>), YouTube (<https://www.youtube.com/channel/UCan8TMjr33xPm9HEpJtYZFQ/featured>), SlideShare, Zenodo, and are set up and active. SlideShare and Zenodo channels will activate as soon as the first contents are posted. The overall community has only relatively recently started its expansion and already has collectively gathered around more than 450 followers.

Twitter (through weekly posts) and LinkedIn (through bi-monthly posts) will focus on providing regular updates on the project and generating interest from informed audiences.

Instagram (through monthly posts) will be used for sharing some interesting EO data-based insights with the public (see example of a full animated post, through this link: https://www.instagram.com/p/CiM_CjnAo3X/). It will eventually show the many functionalities of the EO4EU platform once the platform is available.

Activity	Goal
Total Social Media Followers	800 (M12), 1600 (M18), 2400 (M36)
Twitter Posts	4 Monthly
LinkedIn Posts	2 Monthly

Instagram Posts	1 monthly
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6.2.2 Content Production

EO4EU's communication and dissemination strategy will be multi-channel and multimedia-based to ensure that the content developed will be engaging and will be of interest to as many of our target stakeholders as possible. Below are some of the planned multimedia materials. Some of them will be organised into the Communication and Dissemination Campaigns.

6.2.2.1 Promotional Collaterals and Branded Materials

In the first phase of the project, the project's standard communications pack will be the priority. This includes the roll-up banner, general flyer, poster, and standard slide-set. These will be helpful in the first phase of the project where community building and awareness raising is the priority.

Among the next materials to be produced after the communications pack will be more dissemination-oriented content such as:

- A product brochure covering all the functionalities of the EO4EU Platform
- A set of use case flyers
- A policy brief covering EO4EU's policy recommendations

As a standard, all printed materials are integrated with the digital user journey by having calls to action with digital links or QR codes.

6.2.2.2 Audio and Video Content

A video documentary series will be produced and hosted on the project's YouTube channel to take advantage of the rich visual and story-potential of the project especially its use cases. The planned episodes are listed below:

Video Episodes	Description
Episode 1: EO4EU: Accessible Earth Observation Data to Combat Climate Change	This episode will provide an overview of the current challenge of using EO in the landscape and how EO4EU and its platform will bring about significant changes making it easier and accessible to all.
Episode 2-6: Use case videos	These episodes will showcase EO4EU's use cases with interviews of the main developers, potentially the end-user/beneficiaries and how EO4EU is generating impact across multiple application domains.

Each video will have a call to action either inviting people to join the EO4EU community, visit the use case pages or try out the EO4EU platform.

Two podcasts are also envisioned towards the end of the project. It will focus on the future of EO4EU and potential future opportunities ensuring the uptake of the platform and its components.

6.2.2.3 Press Releases and Third-Party Coverage

Important project updates will be shared through press releases and its distribution to channels not owned by the project. The first press release was distributed as part of the Community Building and Awareness campaign. Once press releases are developed, the goal is to have them published in media channels not owned by EO4EU. The consortium network, especially the Outreach Contributors will be leveraged to ensure this.

The following press releases have been planned:

- Global climate and environmental data sources to be made more accessible to citizens towards 2025 (published)
- EO4EU Platform Launch (Nov 2023)
- Project End (May 2025)

6.2.2.4 Scientific Papers

Both within and outside the communications team, EO4EU's various subject-matter experts are also tasked with disseminating their own results. As these are targeted towards research and academia, there will be two types of scientific papers produced: one would be papers produced to promote usage of EO4EU among various scientific domains. The other focuses on specific technical components or outputs that are aimed for uptake or further research. Published papers will be further promoted through EO4EU channels and linked on the EO4EU website.

Activity	Goal
Publications in journals	8 EO4EU papers in academic journals
Publications in Conferences	12 EO4EU papers in conferences

6.2.3 Email Engagement

Engagement via email is one of the highest value activities as it allows us to reach our target audiences directly via email. For most cases, we will send emails to our EO4EU Community Database which are comprised of contacts that have expressly asked to be informed of the EO4EU updates.

To lessen the risk of email fatigue, we have kept the frequency of our regular newsletter to quarterly. At the same time, high priority updates which where action from our audience could be required will be sent as they become available (i.e., launch of the call for the EO Innovation Award, launch of the EO4EU Platform access, invitation to EO4EU events, etc.).

A quarterly newsletter will be circulated to communicate the latest developments within the project. The newsletter will be sent to the members of the EO4EU Community Database with branded and professionally designed visuals and carefully curated content.

Activity	Goal
Recurring Email Newsletter	Send out quarterly newsletters

6.2.4 Events

Events are the cornerstone of our stakeholder engagement and outreach strategy for the project. A two-pronged approach will be carried out through EO4EU-organised events and providing visibility for the project at third-party events.

6.2.4.1 EO4EU-Organised Events

EO4EU will organise at least eight webinars. The series will support the campaigns, providing visibility to results in detail while also continuing to communicate the progress of the project. The series can be found below:

Event	Description	Timeline
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Non-Technical Webinars		
#1: Introducing EO4EU: Making Earth Observation data more accessible through next generation tools	This webinar introduced EO4EU, the platform and the various work activities to be carried out.	DONE
#2-5 Demonstrations & Use Case Webinars	These webinars will demonstrate the capabilities of EO4EU and showcase its use cases.	Jan 2023 – Feb 2025
#6 EO4EU Contributions to EuroGEO and GEOSS	This webinar will highlight the ongoing engagement of EO4EU with EuroGEO and GEOSS and highlight contributions	Feb 2025
#7 Exploitable Opportunities	This webinar will highlight each of the results of EO4EU and how they can be exploited.	Apr 2025
#8 EO4EU Results and Legacy	This webinar will be organised during the final quarter of the project to highlight all the results and legacy of the project.	May 2025
Technical Webinars		
2x Training webinars	To support users to take up EO4EU, training webinars will be developed and made available on-demand	Nov 2023 & Apr 2025
2x Technical webinars	These webinars will be oriented more towards developers providing them with technical information on how to develop applications from EO4EU. One can also be targeted towards the EO Innovation Award participants.	Jun 2023 & Nov. 2024
Workshops		
4x Use Case Workshops	To ensure adequate dissemination of the applications of the EO4EU platform to a specific domain, EO4EU will organise use case workshops aimed towards target end users.	Jan 2023 – Feb 2025
EO4EU Impact Workshop #1: Policy Makers	Specific impact workshops are planned towards EO4EU stakeholders. The content of the workshop will be to share any use cases and impacts the EO4EU Platform generated relevant to the stakeholder and to showcase the ways it can benefit them	Jun 2024 – Feb 2025
EO4EU Impact Workshop #2: Research & Academia		
EO4EU Final Showcase	This event will showcase all the results of the project in their final form.	Mar 2025 – May 2025

6.2.4.2 Visibility at Third-Party Events

On a monthly basis, T6.5 will scout for relevant events where visibility for EO4EU would be ideal. These third-party events are collected on a collaborative spreadsheet available to the consortium members. T6.5 will oversee keeping the sheet up to date.

For partners that are interested in providing visibility for the project through a presentation, session, workshop or poster, they should reach out and inform T6.5 to allow WP6 to provide support from a content or communications standpoint. An extract of the event tracking sheet is shown below.

Start Date	Event Name	Location	Call Deadline/ Status
14/11/2022	EOSC Symposium	Prague	Visibility confirmed - Poster
10-11/11/2022	Nordic Bioaerosol Meeting	Stockholm, Sweden	Visibility confirmed - Presentation
11/11/2022	IX International Conference on Forest Fire Research & 17th International Wildland Fire Safety Summit	Coimbra, Portugal	Visibility confirmed - social engagement
01/12/2022	Latvian Society of Allergists “3 rd Molecular Allergology School”	Riga, Latvia	Visibility - presentation
7/12/2022	EuroGEO Workshop 2022	Athens	Visibility confirmed - Poster
12/12/2022	AGU Fall Meeting	Chicago, USA & Online	Visibility confirmed - Flyer
3/1/2023	ITAS 2023: International Conference on Innovation and Technological Advances for Sustainability	Doha	10 Nov 2022
3/13/2023	WEB 2023: The Eleventh International Conference on Building and Exploring Web Based Environments	Barcelona	1 Dec 2022
4/13/2023	ESCC 2023: ACM--2023 European Symposium on Computer and Communications (ESCC 2023)	Manchester	10 Dec 2022
4/26/2023	SMARTGREENS 2023: 12th International Conference on Smart Cities and Green ICT Systems	Lisbon	18 Nov 2022
4/23/2023	EGU General Assembly 2023	Vienna	Visibility Confirmed - Session
5/15/2023	WSCG 2023: 31. International Conference in Central Europe on Computer Graphics, Visualization and Computer Vision 2023	Prague/Pilsen	30 Jan 2023
7/11/2023	International Symposium on Digital Earth (ISDE)	Athens	31 Mar 2023
TBA	EU Green Week 2023	TBA	TBA
TBA	DigitalTwinsXR 2022: Exploring Synergies between the Digital Twin Paradigm and eXtended Reality	TBA	1 Mar 2022

6.3 Campaigns

6.3.1 Community Building and Awareness

The Community Building and Awareness Campaign aims to generate awareness for EO4EU following its launch with the aim of building the foundations of a database of contacts that can be leveraged for future project activities.

Duration: M1 (Jun-22) -M12 (May-23)

Activity	Goal
Communications kit	Produce roll-up banner, poster, flier, presentation, and video
Documentary video series	400 video views
Press release	Publication in at least 10 channels
3rd party events	4 events with EO4EU Visibility
Social media	400 total followers across all social media
Webinars	100 attendees and on-demand viewers
Main KPI	
EO4EU Community Database	200 contacts gathered

6.3.2 EO Innovation Award

This campaign will start with an Open Call for Early Access to the EO4EU Platform. The applicants will propose a use case or new application resulting from the use of the platform. Selected applicants will be:

- Promoted publicly on EO4EU channels
- Provided early access to the EO4EU Platform (several months before the EO4EU public launch)
- Provided dedicated technical support on how to use the EO4EU Platform and its components.
- Presenting their solution at an EO4EU flagship event (travel support provided)

Once the solutions are developed, they will be evaluated based on the completeness and effectiveness of the solution, novelty or creativity of the application, and the impact on the stakeholders. This programme and campaign contribute to the early uptake of the results while also potentially providing communication opportunities that can be leveraged for further promotion of EO4EU.

Duration: M8 (Jan-23) - M18 (Nov-23)

Activity	Goal
EO Innovation Award Page	Moving weekly benchmark ² +10% visits
Webinars	100 attendees/viewers
Main KPI	

² Moving Benchmarks are done by taking the results of the first instance and setting a 10% increased target as soon as last benchmark is achieved. This ensures that targets are always upward and take into account the specific user behaviour in any community.

Applications	10 applications
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6.3.3 Technical Outputs Dissemination

This campaign aims to promote the project's specific technical outputs to their intended target audiences that may exploit them. Stakeholder-specific pages on the website will link to the relevant outputs providing a guided path to the results.

Duration: M18 (May-23) - M36 (May-25)

Activities and tracked metrics

Activity	Goal
Stakeholder Pages (with links to technical result/outputs)	Moving monthly benchmark +10% users
Technical Report Downloads	
D2.2 EO4EU End-user Requirements Analysis & Business process flows (a)	Moving monthly benchmark +10% downloads
D2.4 Technical, Operational and Interoperability specifications and Architecture	
D3.1 Knowledge Graph Configuration Manual & Deployment	
D3.4 ML methods, models, and documentation	
D3.5 Customer facing services increased information uptake (a)	
D4.1 Infrastructure & Services Definition (a)	
D5.2 Pilot Implementation methodology and release of evaluation guidelines (b-final)	
D5.3 Demonstrator's performance evaluation & appraisal reports (a)	
Policy Brief on EO4EU Policy Recommendations	

6.3.4 EO4EU Platform Promotion

Duration: M18 (Nov-23) - M36 (May-25)

Activities and tracked metrics

Activity	Goal
Platform demos	200 views
Webinars #2-5 Demonstrations & Use Case Webinars #7 Exploitable Opportunities #8 EO4EU Results and Legacy	50 attendees/viewers per webinar
Training Webinars (live & on-demand)	50 attendees/viewers per webinar
EO4EU Platform Page Views	Moving Benchmark of downloads tracked quarterly and increasing 10% as soon as last benchmark is reached
Mini quiz (game) on website about the potential applications of EO Data (gives people a score and a CTA at the end)	100 users
Blog series on use case demonstration of platform (like success stories)	100 views each
Video series with use cases	150 views each

3rd party events	6 Events with EO4EU Visibility
EO4EU & DestinE video	100 views
Users	Monthly Moving Benchmark +10%

7 Early results and next steps

The Dissemination and Communication Plan has already been partially piloted since the start of the project. Below are some preliminary results on the Horizontal Activities and Campaigns.

Horizontal Activities		
Activity	Goal	Results as of Q3 2022
Website	1500 visitors by M12	411
Twitter Posts	4 Monthly	Average of 8 monthly
LinkedIn Posts	2 Monthly	Average of 5 monthly
Instagram posts	1 monthly	Average of 1 monthly

Community Building and Awareness Campaign M1 (Jun-22) -M12 (May-23)		
Activity	Goal	Results as of Q3 2022
Communications kit	Produce roll-up banner, poster, flier, presentation, and video	Roll-up banner, poster and video produced
Documentary video series	400 video views	312 views
Press release	10 publications in external channels	10 publications achieved
3rd party events	4 events with EO4EU Visibility	None to-date, but visibility is confirmed in the following events: EOSC Symposium, EuroGEO Workshop 2022, AGU Fall Meeting, EGU General Assembly 2023
Social media	400 total followers across all social media	443 across Twitter, LinkedIn & Instagram
Webinars	100 attendees and on-demand viewers	110 total attendees and viewers
EO4EU Community Database	200 contacts gathered	123 contacts gathered

Among the next steps in the implementation of the Dissemination and Communication Plan is to implement the remaining elements of the Horizontal Activities and Community Building and Awareness Campaign. In addition, we aim to build a project group with a number of relevant EO projects under the Horizon Results Booster to kickstart a collaboration with them. The first opportunity is the December EuroGEO Workshop.

8 Conclusion

The EO4EU Dissemination and Communication Plan has identified the preliminary Key Exploitable Results or outputs of the project (see 4 Assets and Value Proposition), which will be further refined as the project proceeds in its timeline.

These results, which have a clear value proposition and messaging for each target stakeholder (see 3 Stakeholder Analysis), will be the basis for the communication and dissemination actions (see 6 Communication and Dissemination Plan) that will be carried out by adequate and qualified resources (see 5.1 Resources) through the project's life time following a specific and proven methodology (see 5 Approach and Methodology).

Up to the finalisation of this document, the project has already piloted the implementation of this Communication and Dissemination plan and has already generated some early results and will proceed with its full implementation (see 7 Early results and next steps).

This plan will be updated with the results of the implementation and any adjustments of this first plan in November 2023 with the publication of D6.2 Dissemination and Communication Plan & Continuous monitoring (b).