Project Title	AI-augmented ecosystem for Earth Observation data accessibility with Extended reality User Interfaces for Service and data exploitation
Project Acronym	EO4EU
Grant Agreement No.	101060784
Start Date of Project	1.06.2022
Duration of Project	36 Months
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D6.2 – Dissemination and Communication Plan & Continuous monitoring (b)

Work Package	WP6, Communication, Dissemination & Exploitation
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X	PU: Public
	PP: Restricted to other programme participants (including the Commission)
	RE: Restricted to a group specified by the consortium (including the Commission)
	CO: Confidential, only for members of the consortium (including the Commission)

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Disclaimer

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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

This is the second version of the Dissemination and Communication Plan & Continuous monitoring. It includes both progress made in carrying out the Dissemination and Communication Plan as well as further developments that were first laid out in D6.1 Dissemination and Communication Plan & Continuous monitoring (a).

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 is 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 considers three stages of the user journey, namely the awareness, consideration, and decision stages. This allows 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 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**). To ensure sufficient result exploitation, the applied methodology includes the generation of relevant content for each stakeholder group and their engagement as community members. Some of the tools that are being 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 is being implemented. Additionally, the results of the communications activities are continuously monitored by such tracking tools as Google Analytics and the Drupal content management tracker, among others (see D6.1).

The communications and dissemination strategy is multi-channel and consists of horizontal activities, as well as a set of targeted campaigns (see **6

Continuous Monitoring: Implementation of the Communication and Dissemination Plan**)**. The channels for horizontal activities 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 ensure a multi-media approach to dissemination. Concurrently, EO4EU is organising at least eight webinars, which will include both technical and non-technical webinars, as well as a set of workshops.

Four communications campaigns were planned, one of which has already been implemented (see **Table 6 - EO4EU participation in relevant 3rd party events**

Campaigns). The Community Building and Awareness campaign aimed 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". The first part of this plan has already been implemented, and an initial analysis of the results has been performed (see **Table 10 - EO4EU Platform Promotion Campaign**

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 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.

Further details on these are elaborated in the D6.1 Dissemination and Communication Plan (a).

3 Stakeholders

As there have been no changes to the stakeholders of EO4EU as of D6.1 Dissemination and Communication Plan (a), we summarise the stakeholders below:

- EO data providers

- Private sector

- Research and academia

- Policy makers and actors

- Citizen scientists and the general public

See the previous iteration of this deliverable, D6.1, for the full stakeholder analysis including main messaging and channels.

4 Assets and Value Proposition

Key exploitable results (KER) refer to both tangible and intangible outcomes from the project, encompassing data, knowledge, and information in any form. These results include all generated materials during the action, along with any associated rights, such as intellectual property rights, regardless of their protectability.

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 6. We have also grouped the KERs based on the result type to facilitate communication and dissemination campaigns.

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 • **Data store and Data Staging Service** • **Interoperability layer**	M18 - 30/11/2023
EO Data and AI Methodologies and Functionalities • **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 • **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 • **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

Table 1 - EO4EU Preliminary Key Exploitable Results

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
•**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	•**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 forfurther 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

As indicated in D6.1, 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 focuses on transforming "strangers" into active members of our project's community. We aim to guide them from initial awareness to becoming users or adopters of our results, and ultimately, into advocates who actively promote our project. The key to enabling this transition is through engaging content and interactive involvement. 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

For the complete indication of the approach and methodology, consult Section 5 of the D6.1.

6 Continuous Monitoring: Implementation of the 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. For a full description of these, see D6.1.

6.2 Horizontal Activities

In Section 6.2, we delve into the diverse channels and content strategies employed by EO4EU to enhance its outreach and engagement. This section is organized into comprehensive subsections, each focusing on different aspects of our communication approach.

Section 6.2.1 explores the various platforms and mediums EO4EU utilises for its outreach. It includes an in-depth look at our website and social media presence, detailing how these channels contribute to our project's visibility and community engagement. We discuss the EO4EU website's role since the project's inception. We cover its evolution, the critical information it provides, and its contribution to community building and awareness. This includes visuals of the website, its sitemap, and future development plans like the dedicated landing page for the EO4EU platform. We outline our strategy and achievements on social media platforms and content repositories. We discuss the impact of these channels on raising awareness about EO data uptake and their role in the project's community growth.

This section 6.2.2 covers the production of various multimedia materials, including promotional collaterals, audio-visual content, and scientific papers. It highlights how these materials align with our communication and dissemination campaigns.

In Section 6.2.3 we discuss how email campaigns play a crucial role in building and maintaining an engaged EO4EU community, detailing the strategies and results of these efforts.

In Section 6.2.4 we also explore the importance of events in our stakeholder engagement and outreach strategy. It details EO4EU-organised events and our visibility at third-party events, showcasing how these contribute to the project's overall goals.

Each of these sections provides a detailed view of our comprehensive and multi-faceted approach to communication and dissemination, ensuring EO4EU's message reaches and resonates with our target audience.

6.2.1 Channels

6.2.1.1 Website

Since the beginning of the project, the EO4EU website (www.eo4eu.eu) has been up and running. It offers a comprehensive overview of the project, with a focus on content that bolsters our Community Building and Awareness Campaign as well as the EO Innovation Award (refer to section 6.3.2). The website also keeps visitors informed about the ongoing progress of the EO4EU platform. A dedicated page about this platform is set to be published soon.
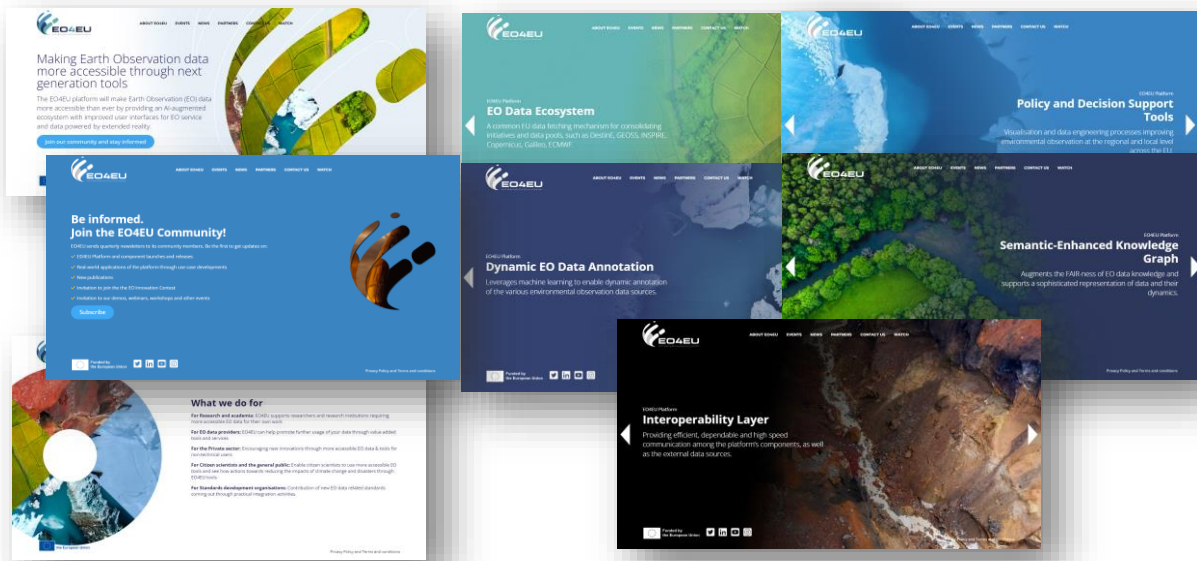
Figure 2 – The EO4EU website visuals

The current website homepage provides a one-page overview of the most important aspects of the project, including the key features of the EO4EU platform, the dedicated use cases, and the project's goals and objectives. The main call to action (CTA) for the entire website is to subscribe to the EO4EU newsletter, so that users can be added to the project database and become more engaged with the project.
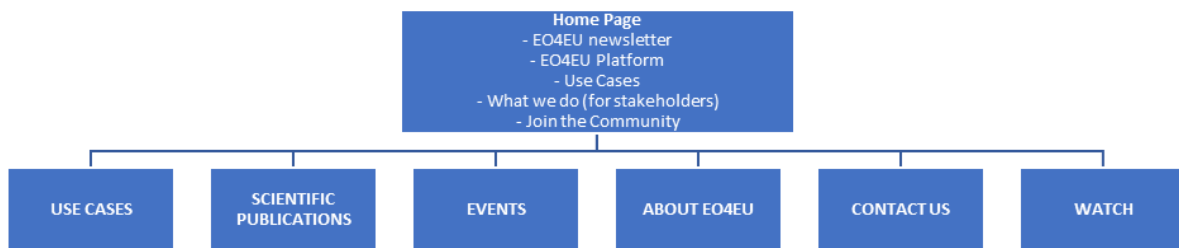
Figure 3 – The EO4EU website v1 Sitemap

The next development of the EO4EU website will be the creation of a dedicated landing page for the EO4EU platform, which will serve as the primary access point to the platform. The main purpose of this landing page will be to provide a clear and concise overview of the platform's goals, features, and benefits to external users, to incentivise its adoption.

More specifically, the dedicated page will showcase the overall objective of the Platform and the main technologies it will be based on. Next, it will provide a short summary of benefits for each stakeholder group, namely the policy makers, research and academia, NGOs and citizen scientists, and the private sector. Regarding the main features, the page will highlight the easy-to-use interface, AI and ML resources, the capabilities of the Fusion Engine, the access to raw EO data, the immersive experience through augmented reality technologies.

All the available tools will also be systematically displayed to guarantee that the audience has enough information regarding the possibilities offered by the Platform and how the user can leverage them. Finally, an overview of the existing use cases and other potential areas of use will be included to raise awareness about the benefits in the different sectors.

By providing a clear and concise overview of the EO4EU platform, the landing page can help to increase awareness of the platform and encourage external users to adopt it. This can lead to a number of benefits, such as increased traffic to the platform, more users signing up for accounts, and more users using the platform to access Earth observation data and services.
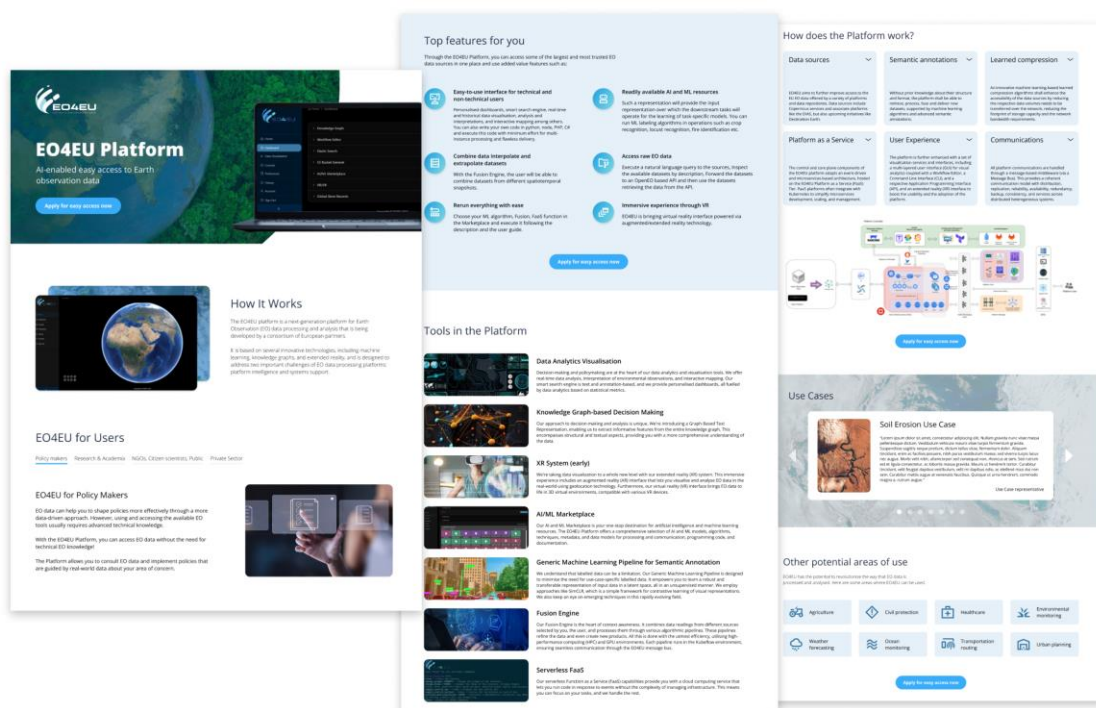
Figure 4 – The EO4EU Platform landing page mock-up

The release of the Platform page is also highly related to two of the promotional campaigns, namely the EO Innovation Award and the Platform Promotion campaigns. As the Platform page will be launched, the Platform Promotion campaign will aim to increase its discoverability and uptake through webinars, blogs and other dissemination channels. When it comes to the EO Innovation Award, the campaign will promote the uptake of the Platform through dedicated calls that will incentivise innovative ways to leverage the Platform capabilities. As a result, the Platform landing page will function as the main point of reference to obtain clear and detailed information about the offered functionalities and will be further promoted through dedicated campaigns.

Activity	Goal	Results (M17)
Cumulative visitors to the website (tracking cookies accepted)	1,500 (M12), 2,500 (M18), 3,500 (M36)	1496 (M17)

Estimated visitors to the website (including an estimation of the users who rejected cookies)[1]	1,500 (M12), 2,500 (M18), 3,500 (M36)	3749 (M17)

Table 2 - Website KPIs & Results

6.2.1.2 Social Media & Content Repositories

Since the start of the project, EO4EU accounts on X (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. Not only all the listed social media accounts play a fundamental role in raising the awareness about the EO data uptake and the progress in the EO4EU platform development, but they are also leveraged as part of the community growth and engagement strategy, thereby funnelling potential users to the EO4EU website.

The frequency of the content dissemination through social media has been established in the following way:

- Weekly posts on Twitter
- Bi-monthly posts on LinkedIn

The shared content provides updates on the project progress and key insights on the Platform's features, development timeline and related events. By following such approach, the EO4EU social media accounts are currently followed by more than 660 users between X (Twitter) and LinkedIn.

Activity	Goal	Results as of M17
Total Social Media Followers	800 (M12), 1600 (M18), 2400 (M36)	722 (30%)
X (Twitter) Posts	4 Monthly or 144 (M36)	128 (89%)
LinkedIn Posts	2 Monthly or 72 (M36)	82 (114%)
Instagram Posts	1 monthly or 36 (M36)	4 (11%)

Table 3 - Social Media KPIs & Results

As for the results as of M17, despite not having a platform ready for offer to the public yet, the project has gained a following across the different channels. Instagram (through monthly posts) is 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/).

We expect the social media followers to increase as soon as the platform is available for the public within the next reporting period. Additionally, the frequency of the content dissemination on Instagram is planned to be increased to show the functionalities or application of the platform as soon as the Platform will be available.

6.2.2 Content Production

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[1] Google Analytics can only track users who give consent by accepting tracking cookies. Through our website CMS we can see the total number of times cookies have been accepted or rejected. Only 40% of visitors to the website accept tracking cookies. Based on this information we have provided an estimate of the real number of users who have visited the website.

EO4EU's communication and dissemination strategy is multi-channel and multimedia-based to ensure that the content developed is engaging and of interest to as many of our target stakeholders as possible. Below are some completed and 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 was created. This included the roll-up banner, general flyer, poster, and standard slide-set. These have been helpful in the first phase of the project where community building and awareness raising was 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 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	Link	Views (M17)
Episode 1: EO4EU: Accessible Earth Observation Data to Combat Climate Change	This episode provides 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.	https://youtu.be/wlZ0Ik-X2wo ?si=WFuBKXqRHnLu7dUc	552
Episode 2: Ocean Monitoring Use Case	This episode goes in depth on the Ocean Monitoring use case, which aims to reduce costs of cargo ship voyages through route optimisation with the help of the EO4EU Platform.	https://youtu.be/9yN3O_Jlvz8 ?si=z_4JK18kNQqQma0R	55
Episode 3: Food Security Use Case	This episode goes in depth on the Food Security use case, which addresses various aspects of food security and natural systems safety, climate change, mitigation and adaptation, as well as the sustainable management of agricultural systems.	https://youtu.be/bKuzdbRWq2o ?si=jPnLD-J96Uy4DZ3F	31

Episode 4: Forest Ecosystems Use Case	This episode goes in depth on the Forest Ecosystem use case, which will identify information on ecosystem services produced in a managed forest, in particular provisioning services (wood and timber), and regulating services, for hydrology and climate through the water and carbon cycle, respectively.	https://youtu.be/ZSUOBBZXyu0?si=gqvs0TSiDv5BvO0w	39
Episode 5: Soil Erosion Use Case	This episode goes in depth on the Soil Erosion use case which proposes to integrate rainfall datasets, driving estimates of rainfall erosivity, and non-climate datasets to assess soil susceptibility to water erosion, leveraging empirical approaches, such as the Revised Universal Soil Loss Equation (RUSLE) and similar equations.	https://youtu.be/cCgjnpstlmI?si=5PgEomEJVeRFk0Sj	57
Episode 6: Environmental Pests Use Case	This episode goes in depth on the Environmental Pests use case which is an information service of locust plague impact assessment and prediction.	https://youtu.be/dPWVzKQlAbg?si=HmYQwWQxasyRty6z	29

Table 4 - EO4EU Videos

Two podcasts are also envisioned towards the end of the project. They will focus on the future of EO4EU and potential future opportunities fostering 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 their distribution to channels not owned by the project. The first press release was distributed as part of the Community Building and Awareness campaign. 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 (Mar 2024)
- 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	Result (M17)
Publications in journals	8 EO4EU papers in academic journals	1
Publications in Conferences	12 EO4EU papers in conferences	1

Although the number of academic papers at M17 is very low, these activities are expected to mainly be performed in the second half of the project as results become available.

6.2.3 Email Engagement

To establish a consolidated and engaged EO4EU Community, the project is actively leveraging email campaigns. By reaching out to the target audience via email, EO4EU provides regular updates on the latest developments and news, upcoming events, opportunities for collaboration and invitations for contributions.

The current EO4EU Community Database includes 200 contacts collected though events and social media outreach and who have expressly asked to be informed on the EO4EU updates.

Every three months, the EO4EU project disseminates a quarterly newsletter including the major news, articles, publications, outputs from events. At the same time, the quarterly newsletter is also complemented by more frequent emails to inform the audience about the upcoming EO4EU events and collaboration opportunities. On average, the opening rate of the emails disseminated by EO4EU reaches 50%.

Activity	Goal	Result to date
Recurring Email Newsletter	Send out quarterly newsletters	Quarterly newsletters sent. Average open rate is 50%

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
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.	Held on 22 July 2022 with 85 attendees

#2 Unveiling the Opportunities of EO Data Exploitation: EO4EU Use Cases	This webinar went into detail on each of the EO4EU use cases.	Held on 20 February 2023 with 34 attendees
#3 EO4EU: Achievements one year on and what's next	This webinar will provide an update on where EO4EU stands in its implementation after 12 months and, for the first time, will present in detail the functionalities that can be expected from the EO4EU Platform to ensure more accessibility for EO data.	Held on 26 October 2023 with 49 attendees
#4 Demonstrating the EO4EU Platform	This webinar will give a sneak peek into the first version of the EO4EU platform and provide an opportunity for questions and feedback.	Mar 2024
#5 Use case results and capabilities	This webinar will give an update on the ongoing use cases and their capabilities.	Oct 2024
#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 2024 & 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 2024 & Jan 2025
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	We have planned targeted impact workshops for EO4EU stakeholders. These workshops will focus on presenting various use cases and the impacts generated by the EO4EU Platform, specifically highlighting how these can be beneficial to the stakeholders.	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

Table 5 – EO4EU Webinars and Workshops

6.2.4.2 Visibility at Third-Party Events

On a monthly basis, Task T6.5 scouts for relevant events where the 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 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	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 "3rd 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
23/4/2023	EGU General Assembly 2023	Vienna	Visibility Confirmed - Session
2-4/10/2023	EuroGEO Workshop 2023	Bolzano	Visibility Confirmed – Poster & Presentation
4-6/10/2023	Open Earth Monitor: Global Workshop 2023	Bolzano	Visibility Confirmed – Presentation
6-9/11/2023	BIDS 2023	Vienna	Visibility Confirmed – Poster
6-10/11/2023	GEO WEEK 2023	Cape Town	Visibility Confirmed – Poster & Video
11-15/12/2023	AGU 2023	San Francisco, US	TBC
14-19/4/2024	EGU General Assembly 2024	Vienna	TBC
1/07/2024	IGARSS 2024	Athens	TBC
TBC	EuroGEO Workshop 2024	TBC	TBC
TBC	BIDS 2024	TBC	TBC

Table 6 - EO4EU participation in relevant 3rd party events

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) -M17 (Oct-23)

Status: Concluded

Activity	Goal	Result (by M17)	
Communications kit	Produce roll-up banner, poster, flier, presentation, and video	Delivered	
Documentary video series	400 video views	550 (138%)	
Press release	Publication in at least 10 channels	14 (140%)	
3rd party events	4 events with EO4EU Visibility	7 (175%)	
Social media	400 total followers across all social media	722 (181%)	
Webinars	100 attendees and on-demand viewers	Webinar 1: Introducing EO4EU: **85 attendees** & 37 on-demand views	Webinar 2: EO4EU Use Cases: **34 attendees** & 2 on-demand views
		119+ attendees (119%+)	
Main KPI			
EO4EU Community Database	200 contacts gathered	206 (103%)	

<p align="center">Table 7 - Community Building and Awareness Campaign</p>

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: From Q1 2024

Status: Awaiting the availability of the early access mechanism for the EO4EU platform.

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

<div align="center">Table 8 - EO Innovation Award Campaign</div>

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: M22 (Mar-24) - M36 (May-25)

Status: To start in March 2024 as main technical deliverables will only be published after acceptance following the review.

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) 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	Moving monthly benchmark +10% downloads

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[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.

Table 9 – Technical Outputs Dissemination Campaign

6.3.4 EO4EU Platform Promotion

Duration: M22 (Jan-24) - M36 (May-25)

Status: Awaiting the launch of the early access for the EO4EU Platform

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%

Table 10 - EO4EU Platform Promotion Campaign

7 Results and Next steps

The Dissemination and Communication Plan will continue to be implemented and adjustments, if necessary, will be included. Overall, we can say that we have successfully validated our approach as we have successfully gathered a community of external organisations & individuals that have expressed interest in EO4EU even without delivering access to the platform yet.

The next reporting period is expected to be crucial with a preliminary version of the EO4EU Platform ready for access to external stakeholders. In the last webinar organised by the project on 26 October 2023, the project indicated that early access will be made available by Q1 2024. At the same time, several campaigns are expected to be activated such as the campaigns on EO Innovation Award, Technical Outputs Dissemination and EO4EU Platform Promotion.

One of the aspects WP6 is experimenting with is the implementation of advertising campaigns to reach more diverse and larger audiences. With early access to the platform expected in 2024, this would be a potential focus for the campaigns. Additionally, as the platform and its use cases continue to mature, we expect to follow our initial mini-documentary-style general video with other episodes that focus on the real-world impact of EO4EU.

Additionally, the project has been approved for receiving support from the Horizon Results Booster (HRB) for joint dissemination. The project has already had the first interactions with the HRB experts and have agreed to start joint dissemination activities under the HRB framework in 2024 to benefit from the availability of the EO4EU platform.

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), are the basis for the communication and dissemination actions (see 0

Continuous Monitoring: Implementation of the Communication and Dissemination Plan) that are carried out by adequate and qualified resources through the project's lifetime following a specific and proven methodology (see 5 Approach and Methodology).

Up to the finalisation of this document, the project has already implemented the first phases of this Communication and Dissemination plan and has already generated results and will proceed with its full implementation for the second half of the project (see 0 Table 10 - EO4EU Platform Promotion Campaign

Results and Next steps).