D6.1 Report on Info days, Newsletters and dissemination activities: events participation, proceedings of the final conference

***MAIL**:* Identifying Marginal Lands in Europe and strengthening their contribution potentialities in a CO2 sequestration strategy

MAIL project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 823805; [H2020 MSCA RISE 2018]

Project title	Identifying Marginal Lands in Europe and strengthening their contribution potentialities in a CO2 sequestration strategy
Call identifier	H2020 MSCA RISE 2018
Project acronym	MAIL
Starting date	01.01.2019
End date	31.31.2021
Funding scheme	Marie Skłodowska-Curie
Contract no.	823805
Deliverable no.	6.1
Document name	MAIL_D6.1.pdf
Deliverable name	Report on Info days, Newsletters and dissemination activities: events participation, proceedings of the final conference
Work Package	WP6
Nature[1]	Report
Dissemination[2]	PU
Editor	Charalampos Georgiadis (AUTH)
Authors	Michał Krupiński (CBK PAN), Edyta Woźniak (CBK PAN)
Contributors	All consortium partners
Date	30.12.2021

[1] **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

[2] **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services), **RE** = Restricted to a group specified by the consortium (including the Commission Services), **CO** = Confidential, only for members of the consortium (including the Commission Services).

MAIL CONSORTIUM

Aristotle University of Thessaloniki (AUTH) Greece	Industrieanlagen Betriebsgesellschaft MBH (IABG) Germany
Gounaris N. – Kontos K. OE (HOMEOTECH) Greece	Centrum Badan Kosmicznych Polskiej Akademii Nauk (CBK PAN) Poland
Universitat Politecnica de Valencia (UPV) Spain	Fundacion Centro De Servicios Y Promocion FOrestral Y de su Industria De Castilla y Leon (CESEFOR) Spain

ABBREVIATIONS

Term	Explanation
MLs	Marginal Lands
LULUCF	Land Use, Land-Use Change & Forestry
EU	European Union
EC	European Commission
EO	Earth Observation
KPI	Key Performance Indicator

Contents

EXECUTIVE SUMMARY

The scope of this report is to describe all the activities related to dissemination of the ***MAIL*** project. It contains information about project website, social media accounts, events organized by project consortium and events where MAIL project was presented. Finally, the Key Performance Indicators – planned and achieved are compared.

1. INTRODUCTION

The principal objective of the ***MAIL*** project is to induce the utilization of MLs as potential Carbon Sinks, to increase sequestration of CO_2 in the LULUCF sector without any impact on agri-food sector. To increase the impact and to achieve the highest visibility of ***MAIL*** project accurate dissemination, communication and exploitation plans are needed. Dissemination, communication and exploitation activities will add value to the project with the scope to achieve a multiplying effect and sustainable impact (i.e. sustainable cooperation links/ bonds with stakeholders) in relation with project results. These activities will be carried out during and after the project's lifetime.

2. COMMUNICATION CHANNELS

Various communication channels have been established to disseminate the progress and the results of MAIL project. The main platform for these activities was dedicated project website: http://marginallands.eu. Moreover, social media platforms like twitter, Facebook, Instagram and YouTube were used.

3. PROJECT WEBSITE

Project website was developed and maintained by one of project partners – HOMEOTECH. It was regularly updated to provide all news related with project activities. Some sections had constant content and included information about:

- Project: Overview, Objectives, Methodology, Expected Impact
- Partners: AUTH, HOMEOTECH, UPV, IABG, CBK PAN, CESEFOR
- Dissemination: Deliverables, Media, Events
- MOOC

- MAIL Map Portal
- Contact

The website had also dedicated space restricted for consortium partners, were all relevant files were stored. During the whole project lifetime, the website reached more than 43 thousand of unique visitors. More detailed statistics are presented on Figure 2, Figure 3 and Figure 4.

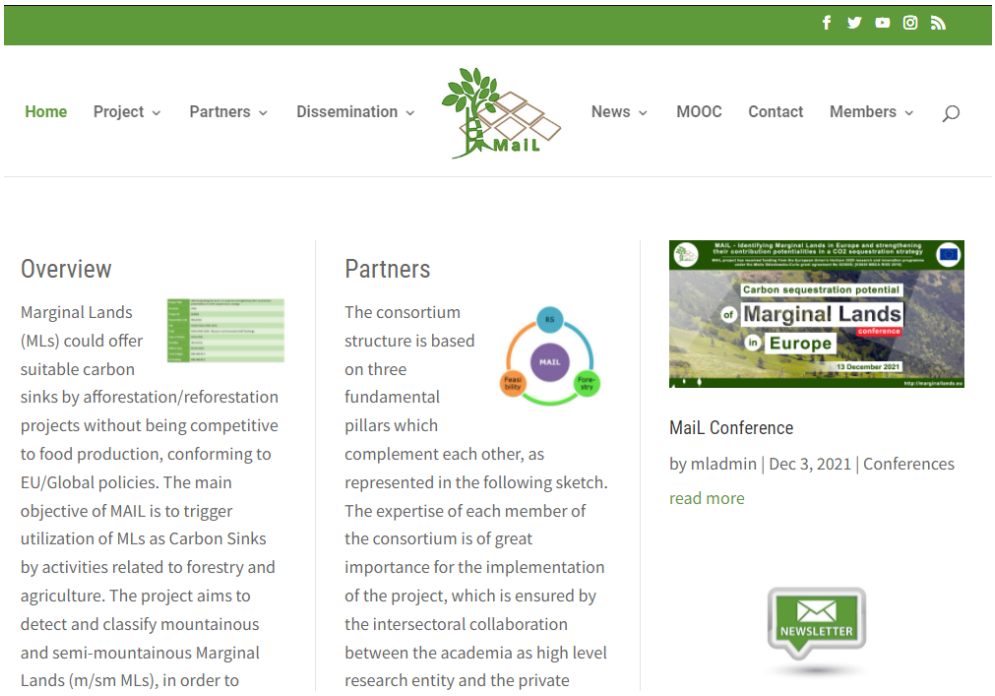
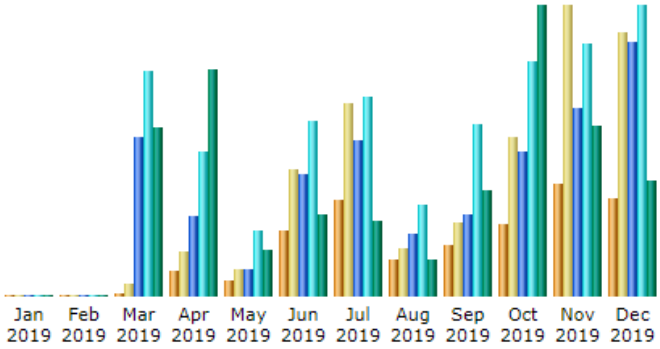
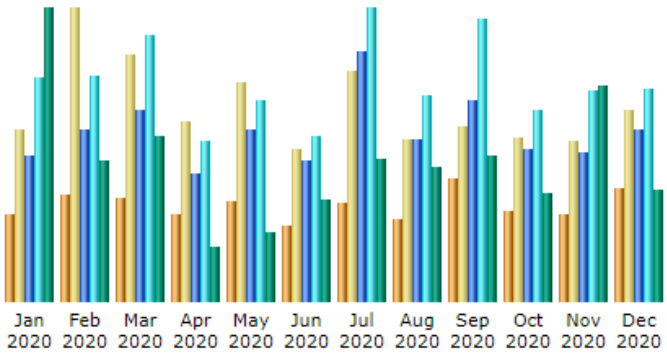


Figure 1. Main page of MAIL project website.



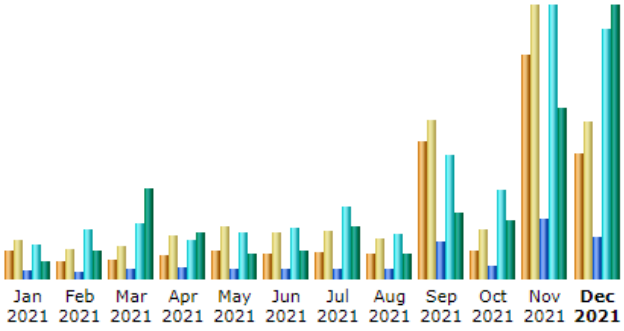
Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2019	0	0	0	0	0
Feb 2019	0	0	0	0	0
Mar 2019	58	282	18,700	26,412	250.56 MB
Apr 2019	574	1,021	9,348	16,872	336.02 MB
May 2019	333	611	3,075	7,674	68.05 MB
Jun 2019	1,460	2,870	14,328	20,624	121.71 MB
Jul 2019	2,156	4,378	18,215	23,384	111.78 MB
Aug 2019	807	1,088	7,212	10,690	54.70 MB
Sep 2019	1,160	1,658	9,591	20,124	157.97 MB
Oct 2019	1,611	3,607	16,909	27,597	431.36 MB
Nov 2019	2,538	6,570	22,051	29,665	253.52 MB
Dec 2019	2,197	5,950	29,877	34,099	172.39 MB
Total	12,894	28,035	149,306	217,141	1.91 GB

Figure 2. Number of visits on MAIL project website in 2019.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2020	1,950	3,863	18,144	27,900	508.52 MB
Feb 2020	2,421	6,612	21,330	27,959	244.03 MB
Mar 2020	2,327	5,574	23,870	33,141	286.75 MB
Apr 2020	1,955	4,077	15,985	19,928	95.55 MB
May 2020	2,258	4,938	21,398	25,055	121.28 MB
Jun 2020	1,701	3,438	17,476	20,479	176.28 MB
Jul 2020	2,223	5,199	31,102	36,429	248.00 MB
Aug 2020	1,863	3,663	20,069	25,685	232.11 MB
Sep 2020	2,763	3,956	25,085	35,057	253.22 MB
Oct 2020	2,046	3,698	18,853	23,830	187.11 MB
Nov 2020	1,967	3,602	18,440	26,289	373.71 MB
Dec 2020	2,548	4,306	21,297	26,474	193.90 MB
Total	26,022	52,926	253,049	328,226	2.85 GB

Figure 3. Number of visits on MAIL project website in 2020.



Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2021	177	245	480	1,815	17.95 MB
Feb 2021	108	189	333	2,645	27.79 MB
Mar 2021	127	211	501	2,946	90.05 MB
Apr 2021	155	280	578	2,020	45.85 MB
May 2021	183	340	533	2,423	25.54 MB
Jun 2021	159	297	544	2,664	27.77 MB
Jul 2021	170	304	535	3,818	52.55 MB
Aug 2021	160	263	515	2,356	25.51 MB
Sep 2021	887	1,024	2,008	6,538	66.23 MB
Oct 2021	184	318	687	4,687	58.49 MB
Nov 2021	1,439	1,760	3,209	14,512	170.49 MB
Dec 2021	802	1,008	2,244	13,294	272.99 MB
Total	4,551	6,239	12,167	59,718	881.21 MB

Figure 4. Number of visits on MAIL project website in 2021 [values until 29.12.2021].

4. SOCIAL MEDIA

MAIL project accounts were created on four different platforms:

- Facebook: https://www.facebook.com/MarginalLands/
- Twitter: https://twitter.com/MarginalLands
- Instagram: https://www.instagram.com/marginal_lands/
- YouTube: https://www.youtube.com/channel/UCbgyJ_cZ03V0KE4jU5QZaDw
- Research Gate: https://www.researchgate.net/project/MAIL-Identifying-Marginal-Lands-in-Europe-and-strengthening-their-contribution-potentialities-in-a-CO2-sequestration-strategy

Each of them offers different parameters related to users' activities, like parameter called "reach" on Facebook. It is defined as a number of people who have seen a post, at least once. Figure 5 presents five posts which scored the highest value of reach parameter on MAIL project Facebook profile. In case of twitter, number of "Impressions" is counted, which means also number of times when the tweet was seen. Figure 7 presents top 5 tweets published ***MAIL*** project twitter account within last 3 months of the project. Analytics provided by twitter allow to analyse maximum 90 days periods at once. Most

of top tweets from this period is related with final workshop and conference of ***MAIL*** project. Twitter was the most frequently used from all social media profiles created for MAIL project. During 3 years, MAIL tweets reached more than 80 thousands of views.

Recent content	Type	Reach	Likes and reactions	Comments	Shares	Results	Cost per result	Link clicks
Only days left... 22 November 1...	Post	1.2K	10	0	4	--	--	12
Save the date... 3 December 07:...	Post	1.1K	10	0	5	--	--	6
Sebastian Ale... 22 November 0...	Post	964	8	1	1	--	--	12
In January La... 13 Feb 2020	Post	795	9	1	2	--	--	25
New paper by... 15 October 01:16	Post	783	6	0	1	--	--	5

Figure 5. Top 5 posts on Facebook according to reach parameter value.

In some cases, the insight about audience contain information about age and gender, for example on Instagram (Figure 8). All parameters and values reached by ***MAIL*** project are summarized in Table 1.

YouTube channel was used mostly to publish and disseminate the testimonial videos which were recording during each of secondments. Testimonial videos present Secondee who describes his/her tasks performed during secondment and shares his/her experience about cooperation with hosting organization. In total, 55 videos were published during 3 years of the project. Besides testimonial videos, YouTube channel was also used to share the recordings of online events, like workshop and final project conference. All materials were seen almost 3 thousand times, mostly (81%) by unsubscribed users.

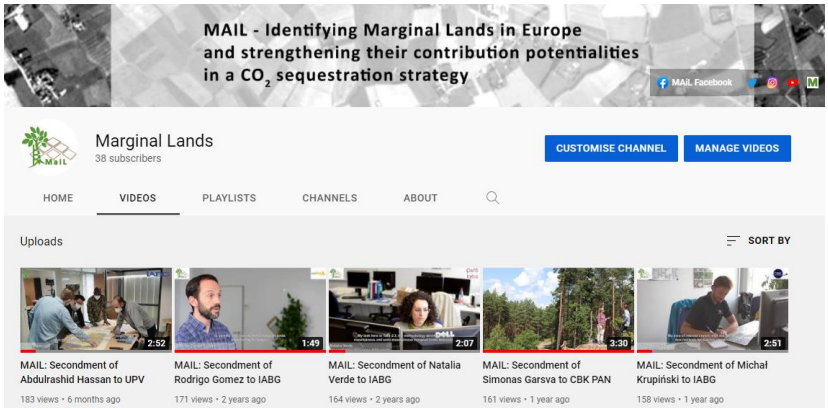
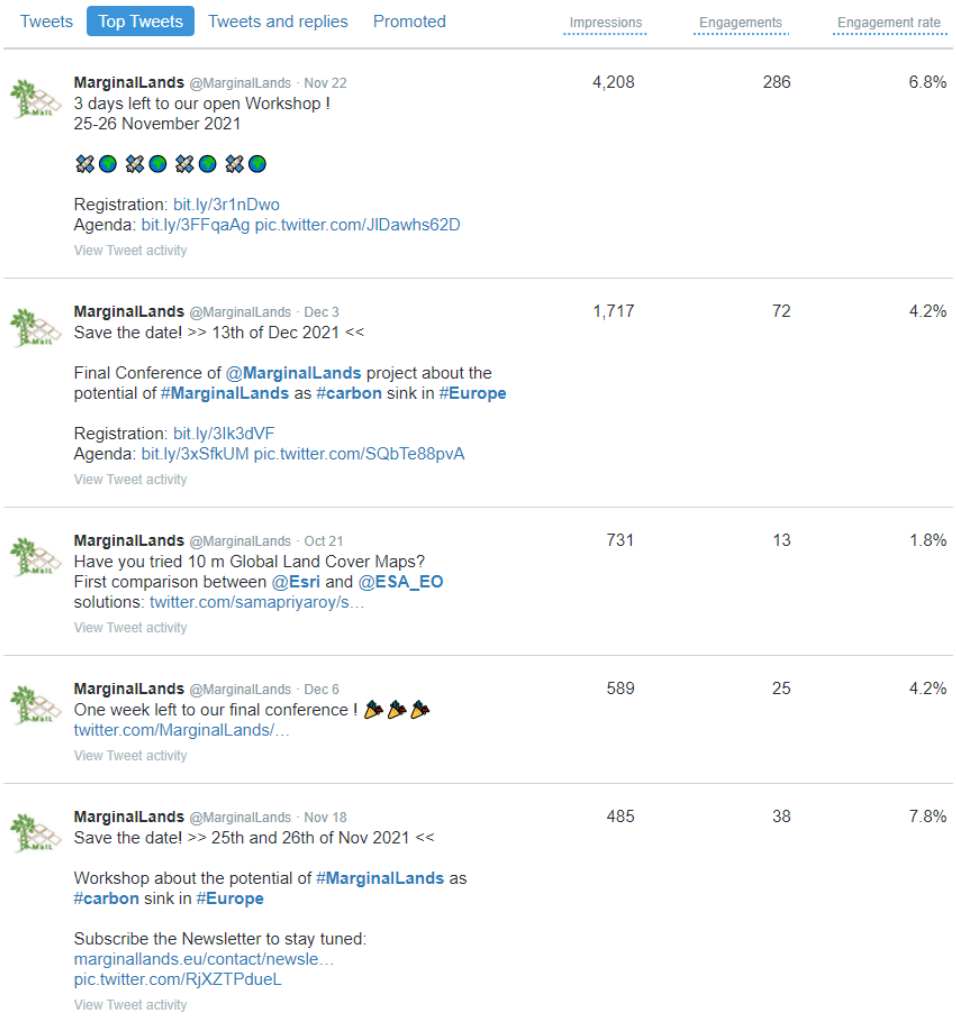


Figure 6. MAIL project YouTube channel.

Platform	Analytics
Facebook	Facebook Page reach: 2,637 Facebook Page likes: 97
Twitter	Followers: 551 Impressions: 81,900 (2019: 11.9k 2020:45.1k 2021: 24.9k)
Instagram	Instagram Followers: 133
YouTube	Published videos: 55 Views: 2,945 Time of watching: 43.5h Subscribers: 38
Research Gate	Followers: 3 Reads: 43

Table 1. Summary of outreach gained with various social media accounts of MAIL project.



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
MarginalLands @MarginalLands · Nov 22 3 days left to our open Workshop ! 25-26 November 2021 Registration: bit.ly/3r1nDwo Agenda: bit.ly/3FFqaAg pic.twitter.com/JlDawhs62D View Tweet activity				4,208	286	6.8%
MarginalLands @MarginalLands · Dec 3 Save the date! >> 13th of Dec 2021 << Final Conference of **@MarginalLands** project about the potential of **#MarginalLands** as **#carbon** sink in **#Europe** Registration: bit.ly/3lk3dVF Agenda: bit.ly/3xSfkUM pic.twitter.com/SQbTe88pvA View Tweet activity				1,717	72	4.2%
MarginalLands @MarginalLands · Oct 21 Have you tried 10 m Global Land Cover Maps? First comparison between **@Esri** and **@ESA_EO** solutions: twitter.com/samapriyaroy/s… View Tweet activity				731	13	1.8%
MarginalLands @MarginalLands · Dec 6 One week left to our final conference ! 🍂🍂🍂 twitter.com/MarginalLands/… View Tweet activity				589	25	4.2%
MarginalLands @MarginalLands · Nov 18 Save the date! >> 25th and 26th of Nov 2021 << Workshop about the potential of **#MarginalLands** as **#carbon** sink in **#Europe** Subscribe the Newsletter to stay tuned: marginallands.eu/contact/newsle… pic.twitter.com/RjXZTPdueL View Tweet activity				485	38	7.8%

Figure 7. Top 5 tweets of MAIL project twitter profile within last 3 months.

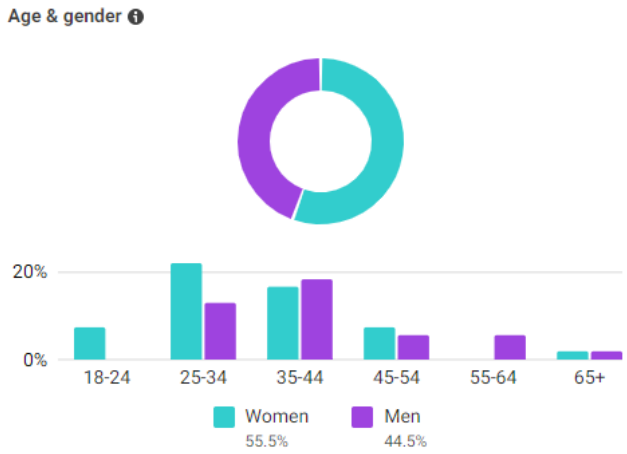


Figure 8. Instagram followers insight.

	Video	Average view duration	Views
1	 MAIL: Secondment of Abdulrashid Hassan to UPV 7 Jun 2021	1:13 (42.9%)	183
2	 MAIL: Secondment of Rodrigo Gomez to IABG 16 Sept 2019	0:40 (37.2%)	171
3	 MAIL: Secondment of Natalia Verde to IABG 20 Dec 2019	0:59 (46.7%)	164
4	 MAIL: Secondment of Simonas Garsva to CBK PAN 6 Oct 2020	1:21 (39.1%)	161
5	 MAIL: Secondment of Michał Krupiński to IABG 3 Sept 2020	0:50 (29.3%)	158

Figure 9. Top 5 YouTube videos on MAIL project channel.

5. NEWSLETTERS

Six issues of online ***MAIL*** project newsletters have been prepared and distributed within the project lifetime. Each issue was prepared in English and translated into Greek, German, Spanish and Polish to facilitate the outreach by various user groups from countries of consortium partners. All issues followed the same template designed for the first issue: few pages A4 with three colours (#225204, #5e4405, #570518). Examples of the first issue is on Figure 10. The main characteristics and links to all issues are gathered in Table 2.

Figure 10. Example of the first issue of MAIL project Newsletter.

Issue	Publication date	Content	Pages
1	September 2019	Editorial, project overview, project objectives, project kick-off meeting, Secondments of Alfosno Abad Gallego (CESEFOR), Lampros Papalampros (HOMEOTECH), Bettina Felten (IABG), Elefterios Mystakidis (HOMEOTECH), Vasileios Tsioukas (AUTH), Rodrigo Gomez (CESEFOR)	4
2	February 2020	Editorial, project overview, 1st Project Meeting, Definition of Marginal Lands, Datasets collection, Secondments of Rodrigo Gomez (CESEFOR), Anna Argyroudi (HOMEOTECH), Nikolaos Gounaris (HOMEOTECH), Vasileios Tsioukas (AUTH), Natalia Verde (AUTH), Charalampos Georgiadis (AUTH)	5
3	January 2021	Editorial, project overview, Midterm review meeting, Secondments of Maria Tassopoulou (AUTH), Anastasios Stamnas (AUTH), Lampros Papalampros (HOMEOTECH), Eleni Loukaki Gkountara (HOMEOTECH), Simonas Garsva (IABG), Reawanth Ravindran (IABG), Jesus Torralba Perez (UPV), Michał Krupiński (CBK PAN), Ewa Gromny (CBK PAN), Sebastian Aleksandrowicz (CBK PAN), Juan Pedro Carbonell Ribera (UPV)	6
4	September 2021	Editorial, project overview, Map of Marginal Lands in Europe, Carbon stock estimation methods, Carbon sequestration potential, Secondments of Anna Argyroudi (HOMEOTECH), Abdulrashid Hassan (IABG), Jesus Torralba Perez (UPV), Michał Krupiński (CBK PAN), Mateus Mendes (IABG), Dzhaner Emin (IABG), Ewa Gromny (CBK PAN), Alfonso Abad (CESEFOR), Dissemination acvtities	7
5	November 2021	Editorial, project overview, MAIL MOOC, Dissemination, Secondments of Fernardo Bezares (CESEFOR), Marta Milczarek (CBK PAN), Ashwini Trivedi (IABG), Elisa Bender (IABG), Francisco	6

		Gallego (CESEFOR), Ino Vasileia Korompoki (HOMEOTECH), Samuel Nyarko (IABG), Eleni Loukaki Gkountara (HOMEOTECH), Archontoula Sakellariou (HOMEOTECH), Pablo Crespo Peremach (UPV)	
6	December 2021	Editorial, project overview, Outcomes of the project, Final Workshop and Conference, Secondments of Nikolaos Gounaris (HOMEOTECH), Ino Vasileia Korompoki (HOMEOTECH), Lampros Papalampros (HOMEOTECH), Jesús Torralba Pérez (UPV), Juan Pedro Carbonell Rivera (UPV), Laura Martin Collado (CESEFOR), Eleftherios Mystakidis (HOMEOTECH), Marta Milczarek (CBK PAN), Ewa Gromny (CBK PAN), Michal Krupiński (CBK PAN), Ashwini Trivedi (IABG), Zoi Touludi (AUTH), Georgios Spanos (AUTH)	7

Table 2. Summary of six MAIL project Newsletters.

6. PRESS RELEASES

Another form of dissemination were press releases about ***MAIL*** project. During 3 years, 24 of them (21 online and 3 printed) were published in English, Spanish, Greek and Polish. The full list with links is presented in Table 3.

DATE	MEDIA	TITLE
20.04.2019	Agencia ICAL	Cesefor participa en una investigación para convertir las áreas desarboladas en bosques sumideros de carbono
22.04.2019	El Mundo. Heraldo-Diario de Soria	Convertir áreas desarboladas en bosques sumideros de carbon [printed]
23.04.2019	diariodeleon.es	Oportunidad en los árboles
17.05.2019	Newsletter Indforma	Nuevas tecnologías para la lucha contra el cambio climático en tierras marginales

03.06.2019	sorianoticias.com	Cesefor inicia un nuevo proyecto europeo contra el cambio climático
03.06.2019	desdesoria.es	Tecnologías para la lucha contra el cambio climático en tierras marginales, nuevo proyecto de Cesefor
03.06.2019	elmirondesoria.es	Nuevo proyecto europeo para Cesefor
03.06.2019	eldiadezamora.es	Nuevas tecnologías para la lucha contra el cambio climático en tierras marginales
03.06.2019	campocyl.es	Nuevas tecnologías para combatir el cambio climático en tierras marginales
03.06.2019	zamoranews.com	Nuevas tecnologías para la lucha contra el cambio climático en tierras marginales
04.06.2019	energetica21.com	Nuevo proyecto para incrementar la absorción de CO2 en tierras marginales de Europa
04.06.2019	agronewscastillayleon.com	Nuevas tecnologías para la lucha contra el cambio climático en tierras marginales
06.06.2019	El Mundo. Heraldo-Diario de Soria	Jaque al cambio climático en tierras marginales [printed]
18.06.2019	Boletín COIM. Número 91	Nuevas tecnologías para combatir el cambio climático en tierras marginales
24.06.2019	Newsletter EFIMed	New technologies to fight climate change in marginal lands
13.09.2019	Newsletter Indforma	Cesefor desarrolla en Alemania un proyecto de investigación para la detección automática de áreas potenciales para forestaciones masivas
17.09.2020	Newsletter Indforma	Comienzan los estudios de clasificación de tierras marginales como potenciales sumideros de carbono
16.07.2020	desdesoria.es	El CEDER coordina un proyecto europeo para la obtención de bioproductos en tierras marginales
16.07.2020	elmirondesoria.es	El Céder coordina proyecto europeo sobre bioproductos

16.07.2020	TVE edición CyL	El CEDER de Lubia (Soria) y el CESEFOR de Castilla y León colaborarán en el proyecto europeo BeonNAT, dotado con 5 millones de euros para potenciar el valor añadido de la biomasa.
16.07.2020	sorianoticias.com	Europa pone 5M€ para obtener rendimiento de tierras marginales y el Ceder de Lubia coordina el proyecto
17.07.2020	El Mundo - Diario de Soria	CEDER y Cesefor aúnan fuerzas en un proyecto de 5,6M€ para cultivos alternativos rentables [printed]
11.02.2021	Space24	Wspieranie natury w usuwaniu CO2. Nieużytki rolne a zmiany klimatu
24.11.2021	dasarxeio.com	Συνέδριο του έργου MaiL: "The potential of Marginal Lands as carbon sink in Europe"

Table 3. List of press releases about MAIL project.

7. SCIENTIFIC PUBLICATIONS

The results of research performed within MAIL project, 5 scientific papers have been published – 2 papers and 3 conference papers:

Carbonell-Rivera, Juan Pedro, Estornell, Javier, Ruiz, Luis. Á., Torralba Pérez, Jesús & Crespo-Peremarch, Pablo (2020), *Classification of UAV-based photogrammetric point clouds of riverine species using machine learning algorithms: a case study in the Palancia river, Spain,* Int. Arch. Photogramm. Remote Sens. Spatial Inf. Sci., XLIII-B2-2020, XXIV ISPRS Congresse. 659–666 - link

Carbonell-Rivera, Juan Pedro, Estornell, Javier, Ruiz, Luis. Á., Torralba Pérez, Jesús & Crespo-Peremarch, Pablo (2021), *Machine learning applied to the classification of riverine species using UAV-based photogrammetric point clouds*, First International Conference on Smart Geoinformatics Applications (ICSGA), 33-36 - link

Torralba Pérez, Jesús, Ruiz, Luis Á., Georgiadis, Charalampos, Patias, Petros, Conejo, Rodrigo, Verde, Natalia, Tassopoulou, Maria, Bezares, Fernando, Gromny, Ewa, Aleksandrowicz, Sebastian, Krätzschmar, Elke, Krupiński, Michał & Carbonell-Rivera,

Juan Pedro (2021), *Methodological proposal for the identification of marginal lands with remote sensing-derived products and ancillary data*, 3rd Congress on Geomatics Engineering, Valencia, Spain - link

Carbonell-Rivera, Juan Pedro, Estornell, Javier, Ruiz, Luis Á., Abad, Alfonso, Felten, Bettina & Torralba Pérez, Jesús (2021), *A review of the use of remote sensing for monitoring and quantifying carbon sequestration in marginal lands*, 3rd Congress on Geomatics Engineering, Valencia, Spain – link

Theofanous, Nikos, Chrysafis, Irene, Mallinis, Giorgos, Domakinis, Christos, Verde, Natalia & Siahalou, Sofia (2021), *Aboveground Biomass Estimation in Short Rotation Forest Plantations in Northern Greece Using ESA's Sentinel Medium-High Resolution Multispectral and Radar Imaging Missions,* Forests 12, no. 7: 902 - link

All of them are available via MAIL project profile on Research Gate platform.

8. EVENTS ORGANIZATION

According to the project proposal, in each consortium MS open short workshops were planned after the first year of the project. During project meetings consortium agreed that it is too soon to present the results and decided to postpone the workshops until 2020.

Figure 11. Dedicated session planned as a part of ForestSAT 2020 – the biggest international forestry conference.

Some of the workshops were planned as a part of bigger national and international events:

- dedicated session during ForestSAT 2020. Because of COVID-19 pandemic, the organizers of the conference postponed the whole event until 2022 (after the end of MAIL project duration).
- workshop for Spanish users during 8th Spanish Forest Congress 2020. Because of COVID-19 pandemic, the organizers postponed the event until 2021.
- Workshop for Polish users during Remote Sensing Conference 2020. Because of COVID-19 pandemic, the organizers postponed the event until 2021.

Another event planned for each consortium MS was a scientific conference in the last months of the project. I was organized online in December 2021.

8.1 Workshops

To overcome different restrictions introduced by various countries and changing dynamically, consortium members decided to join national workshops into one final international workshops, were all users identified in MS9 from Greece, Germany, Spain and Poland were directly invited. The workshop was organized by UPV, online and divided into two days: 25th and 26th of November 2021.

Figure 12. Banner prepared for social media with invitation for workshop.

During the first day, presentations given by consortium members and invited speakers were given. The second day was focused on practical presentation of solutions developed within ***MAIL*** project. More than 100 attendees participated in the event. All of them received digital certificate of participation afterwards.

Recordings of speeches are available on: www.marginallands.eu/dissemination/media.

All presentations are available on: http://marginallands.eu/mail-workshop.

More details about workshop can be found in Deliverable 3.2.

8.2 Final Conference

The final scientific conference of ***MAIL*** project was organized online on 13th of December 2021 by AUTH. All presentations (17 in total) have been given by ***MAIL*** Secondees who were involved in specific tasks. There were 51 participants of the event.

Figure 13. Banner prepared for social media with invitation for final conference.

Recordings of speeches are available on: www.marginallands.eu/dissemination/media.

All presentations are also available on the ***MAIL*** project website. More details about the final conference can be found in Deliverable 3.2.

9. PARTICIPATION IN EVENTS

MAIL project was promoted also via presentations and posters on national (4 Jena, Copernicus DE, infoDay PL, CGEO) and international (2, ISPRS, DG_CLIMA) events. Three of them were scientific and three dedicated to the users.

Date	Event	Activity
7.02.2020	*20 Years of Remote Sensing at Friedrich-Schiller-University Jena*	Poster
31.08-2.09.2020	XXIV ISPRS Congress	Presentation – online
23-24.03.2021	*National Copernicus Day* in Germany	Poster – online
31.03-1.04.2021	Info Day for Polish users during *The Use of Satellite Data and Copernicus Programme in Administration and Private Sector*	Presentation – online

15.06.2021	*Developing Support for Monitoring and Reporting of GHG Emissions and Removals from Land Use, Land Use Change and Forestry*	Presentation – online
7-8.07.2021	*Tercer Congreso en Ingeniería Geomática*	2 presentations – online

Table 4. List of events and activities where MAIL project was presented.

10. KEY PERFORMANCE INDICATORS

In the first moths of the project, Key Performance Indicators (KPIs) have been defined, together with values of success indicators. The summary of planned and reached scores is presented in Table 5.

KPI	Tool	Success indicators	Final score
KPI – 1	MAIL webpage	>3000 accesses/year	>10 000/year
KPI – 2	Press echoes	5	3
KPI – 3	Online magazines and newspapers	10	21
KPI – 4	Journal publications	>5	5
KPI – 5	MAIL participation in conferences	>5	6
KPI – 6	MAIL organization of workshops	>5	1
KPI – 7	MAIL on social media	>5 tweets/month	48 tweets/month
KPI – 8	Co-operation with other initiatives	>2	2
KPI – 9	MOOC participation	>30 persons	?

Table 5. Key Performance Indicators of MAIL project.

In four of nine KPIs, project consortium reached scores which overcome the planned success indicators. The big success of the project is that we managed to reach three times higher number of unique visitors on project website, than planned. Number of online press release (21) is double of planned score, but in the same time, we reached online 3 of planned 5 printed releases. Another big success is ten times higher number of tweets per months, than originally planned. It resulted in high number of Followers (>550) without any type of paid advertisements. We participated in 6 events, giving 7 presentations (or presenting posters) and organized one big international workshop instead of originally planned workshops in every consortium MS. We established informal cooperation with at least initiatives: EU project *MAGIC*, and FPA project - *Developing support for monitoring and reporting of GHG emissions and removals from land use, land use change and forestry*. Only the number of MOOC participants in not known in December 2021, because MAIL MOOC is just being released.

ANNEX I: TABLE OF FIGURES

ANNEX II: LIST OF TABLES