



e-shape

EuroGEOSS Showcases: Applications Powered by Europe

Deliverable 6.3

Dissemination Action Plan



The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 82085

ABSTRACT

In order to ensure that the various outputs of the e-shape project are appropriately disseminated amongst the interested stakeholders, WP6 has defined a number of dissemination actions.

These are presented in detail in the current document, whilst references are made to D6.1 Communication Strategy & action plan. NOA, in its position of WP6 leader, is committed to ensure that the results of the project are made available and accessible to a wide community of stakeholders across the various sectors targeted by the project.

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| VERSION NUMBERING | |
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| v0.x | draft before peer-review approval |
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| STATUS | | DISSEMINATION LEVEL | |
| S0 | Approved/Released/Ready to be submitted | PU | Public |
| S1 | Reviewed | CO | Confidential, restricted under conditions set out in the Grant Agreement |
| S2 | Pending for review | | |
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1 INTRODUCTION

In order to ensure that the various outputs of the e-shape project are appropriately disseminated amongst the interested stakeholders, WP6 has defined a number of dissemination actions.

These are presented in detail in the current document, whilst references are made to D6.1 Communication Strategy & action plan. NOA, in its position of WP6, is committed to ensure that the results of the project are made available and accessible to a wide community of stakeholders across the various sectors targeted by the project.

Thus, the current dissemination plan will:

- Underline project dissemination principles to be integrated and followed by project partners throughout the duration of the project;
- Define the project's dissemination objectives and target audiences;
- Outline the appropriate dissemination tools per designated target group;
- Outline short to long-term dissemination objectives to support the impact of the project beyond its lifetime;
- Elaborate key messages and define appropriate dissemination channels;
- Outline key performance indicators to be followed by project partners;

The document is to be considered as a dynamic support and will be updated throughout the duration of the project. Therefore, the indicated tasks and activities are not exhaustive. Additional inputs are to be added over time.

2 DISSEMINATION GOALS

The main objectives of the e-shape dissemination plan are:

- Disseminate information on particular services among the various users and user communities;
- Disseminate information on pilots' development and outcomes
- Disseminate messages on the benefits of improving communication among users and providers of EO services and products.
- Help create new cooperation synergies with other projects within and beyond the region;

The e-shape dissemination action plan will be built on the following principles:

- **Organisation of Dedicated Workshops / consultation & training events:** Dissemination events in the format of targeted workshops will be organized to maximize awareness and engagement amongst the scientific community but also a wider audience (including e-shape targeted audience). Whenever appropriate, external experts and end users will be invited to participate in the workshops. Parts of the workshops should be targeted and open to stakeholders not involved in the EO value chain (e.g. policy and decision makers, etc.). Furthermore, when appropriate specific topic experts will be invited to attend the meetings. The Annual e-shape meetings will be organised each year to disseminate the results of the different project activities. The timing of these events will seek to coincide with major milestone meetings and major conferences (e.g. EU EuroGEOSS Initiative Workshops, GEO WEEKs, GEO Symposiums, GEO initiative meetings, EGU,

AGU, etc.). Dissemination will be also conducted in the context of the regional stakeholder workshops organized by WP4, and other events at which the project dissemination and communication team will be present. Last but not least, it is possible that a set of final events will be (co-)organized in Brussels so as to expose the final outcomes of the project to EC staff, along with possible participation in major events with relevant stakeholders.

- **Participation in dedicated conferences/workshops:** Partner representatives will also participate in external meetings and scientific conferences related to the e-shape objectives. Their presentations would focus on promoting project outcomes and activities. Where of interest, presentations would include results on the activities undertaken within the pilots. In a series of dedicated events have already been scheduled (see table 4) to e-shape partners to participate throughout the duration of the project. The project recognises that pilots' results can effectively be shared in highly-relevant events: EU EuroGEOSS Initiative Workshops, GEO WEEKS, GEO Symposiums, GEO initiative meetings (i.e. GEOGLAM events, GEOBON events, etc.), FPA Copernicus events on the national and regional level, INPSIRE conferences, ICOS events, SDGs events, EGU events, AGU events, UN events, Living Planet Symposium, and Copernicus events related to the project showcases and pilots.
- **Synergies with other H2020 projects:** To maximise the impact and project outreach, the communication and dissemination team will seek to organise events in synergy with other initiatives (i.e. GEOGLAM), projects, etc.
- **Publications:** e-shape will actively pursue the dissemination of its results to the targeted communities, in alignment with the e-shape communication (D6.1) and dissemination action plan. The dissemination plan is expected to give rise: i) to publication in specialized journals, in related blogs, newsletters, magazines and other social media, and ii) scientific papers in research and technical fields in scientific journals. Significant scientific results (when they are not to be exploited commercially) will be published in scientific journals and presented at scientific conferences to share the advances with the scientific community. High-impact EO-focused journals with a large readership will be targeted as well as those centred on the numerous technical fields relevant to the Showcases. The rationale for including journals outside the EO domain is to encourage diffusion of EO into application fields; the demonstration of its potential for research will encourage interest in and uptake of EO for scientific inquiry and innovation, and as such indirectly support future development of EO skills and knowledge for downstream EO applications. Considering the fact that e-shape pilots' services have as a high priority to support SDGs, Paris Agreement, Sendai Framework, etc, WP6 will motivate them to deliver dedicated publication. *In Annex I see the indicative list of publications.*
- **Webinars:** will promote the main results of the pilots and Showcases, primarily to the public sector, private sector and users. There will be a significant collaboration with the Showcases and pilot leaders to produce the webinars. *See in Annex I the indicative list of publications.*
- **Availability of in situ and EO data produced by the pilots:** the project will generate a large amount of in situ and processed EO data that will be made openly available to the research community, as well as to companies and other organisations. It will be provided to GEO, and also stored on various datahubs across the continent which consortium member operate or have strong links to: e.g. the GEO-CRADLE Regional Data Hub, focusing on North Africa, Middle East and Balkans, provides access to both region-related datasets, portals and services developed by a regional network of raw data providers, intermediate users/service providers, end-users from industry, academic and public sector from the, and, also, datasets and services directly fed from the GEOSS-portal. All datasets will comply with INSPIRE and GEOSS to facilitate uptake (see the Data Management section for more details).

Through dissemination, target audiences should become familiar with project activities and its results. e-shape takes a horizontal and a vertical approach to dissemination. Horizontally, knowledge is shared among partners. Vertically, knowledge transferred along the value chain (top-down and bottom-up).

Whether horizontal or vertical, dissemination will ensure an improved understanding of the e-shape exploitation needs, as well as the potential benefits of using geo-information services for end-users and communities at large. In that regard, the project has defined a number of short, medium and long-term objectives summarised below:

Short term dissemination activities (M01 - M20)

- Raise awareness on project objectives and expected outcomes.
- Disseminate pilots' activities and goals.
- Disseminate e-shape existing services among the various users and EO communities.
- Disseminate upcoming actions on capacity building, user uptake and sustainability actions and services.
- Communicate the e-shape Help Desk as a tool for dissemination actions through partners and external users.

Medium term dissemination activities (M20 - M36)

- Promote messages on the opportunities from the uptake of EO services among end-user communities, notably through pilots.
- Disseminate information on pilots' development and outcomes.
- Promote e-shape results, services, on boarding actions, etc.
- Extend the project's reputation beyond partnering countries.
- Disseminate messages on the benefits of improving communication among users and providers of EO services and products.

Long term dissemination activities (> M36)

- Promote e-shape services and tools after the completion of the project.
- Encourage a sustainable long-term cross-border cooperation among partners and external stakeholders, users.
- Promote e-shape website and help desk as a sustainable tool of communication.
- Promote Sustainability booster, eowiki, IPR office etc to EO community.

Target audiences.

In order to reinforce the uptake of the e-shape results and services, a communication and dissemination plan will be designed focusing on the following target audiences:

- **Commercial users**, such as industries and SMEs that offer monitoring solutions and decision making, inside and outside of EU borders, becoming a key-player in the worldwide market;
- **EO solution providers** in order to promote e-shape scientific results and availability of new datasets to markets;
- **Governmental organisations, such as national and worldwide**, that monitor climate change, disasters, etc., and take responsible decisions when alerts are provided by technical solutions;

- **Public authorities, municipalities and civil protection agencies**, responsible for crisis management, weather forecast providers and food/agriculture organisations;
- **GEO/COPERNICUS/Other EO actors** in order to build and maintain a strong engagement with a view to align in promoting user uptake of EO;
- **Research and academic community**, especially those engaged in activities relevant to the e-shape pilots;
- **Media**, in order to communicate our services and results to different target audiences.
- **Public**, in order to communicate that EO can benefit out daily life.

The various audiences of the e-shape communication and dissemination campaigns and their objectives are summarized below:

| Audience | Objectives |
|--|---|
| Commercial users | Inform on activities performed within the different pilots and promote engagement of service and technological solution providers from the private sector; connect with needs of users |
| EO solution providers | Inform on EO-based applications and their benefits; collect feedback on user needs |
| Governmental organisations | Support decision making process on Emergency events through fusion of EO |
| Public authorities, municipalities and civil protection agencies | Advocate the importance of EO for informed decision making and the economic, social and environmental benefits for various critical sectors; promote the need for sustained funding of EO activities |
| GEO/COPERNICUS/Other EO actors | Close engagement with a view to align resources in promoting user uptake of EO, through both direct promotional activities as well as other supporting facilitative activities (e.g. promotion data standard harmonisation). |
| Research and academic community | Build awareness of the pilots; ensure sustained and coordinated participation in the activities foreseen in each pilot, including adequate involvement in outreach activities. |
| Media | Generate interest in communicating public benefits |
| Public | Promote socio-economic and environmental benefits; the beneficial outputs of EU-funded initiatives; hands-on applications for the public; Build awareness of the general public on the EO-based services and applications (within the 27 pilots) and their benefits. |

Table 1: e-shape Communication & Dissemination objectives towards the different audiences

2.1 Key messages

The Communication and Dissemination action plan takes into consideration the main expected impacts of the project as described in the DOW and the communication needs of each of the pilots. e-shape will act as an incubator for EO services and applications in cooperation with Copernicus/European countries and organisations. and WP synergies will play a key role for this endeavor.

All the pilots were requested to define their target audiences, the main key messages that they would like to communicate and to “transform” these messages into a positive storytelling.

The quality of engagement that results from storytelling is deeper, more lasting, more resonant, and therefore qualitatively more powerful than other means of communication. Stories touch people primarily on an experiential and emotional level. That connection-point is where true transformation takes place.

What does storytelling have to do with a pilot (results)? Everything! If the e-shape pilots are not able to properly convey a story (in this case the key messages), their services are not going to appeal to their audience (users-stakeholders).

Therefore, a story simple yet captivating and relatable is needed, that will resonate with our audience and help engage with them. Following the identification of the main audiences and the expected impacts of e-shape, the next task is to create customized communication messages, mottos, catch phrases and tag lines. Indicatively, the plan is currently being put into action through the e-shape website, brochure, articles & social media by using headlines & captions such as: *Changing Lives & Bridging EO Communities, The e-shape project of the EuroGEOSS is poised for success, Unity is strength, Expect the best, For e-shape success is a journey not a destination!, When knowledge serves the future then you can expect the best from e -shape team!, Our first e-shape result has “erupted”!* (article for Etna volcano). See Annex I of D6.1 for more info about the key messages per pilot. This action will be an iterative process during the life time of the project.

| Audience | Key messages |
|----------------------------|--|
| Commercial users | e-shape will strive to build a fruitful cooperation with EO companies - in particular SMEs – that provide services and data that are relevant for the thematic areas covered by the pilots. In addition, as innovation in the EO sector is frequently initiated at the level of universities and research institutes, it is important to establish a good communication channel with companies that can “pick-up” innovative services and solutions and build on them sustainable service provision models. |
| EO solution providers | e-shape will establish a communication platform (Help Desk) where end-users will be able to find information on how EO services and data can support their line of work. The e-shape website and Help Desk will offer end-users the chance to be informed about the activities undertaken within the pilots and connect with service providers. e-shape will act as an incubator for EO services and applications in cooperation with Copernicus/European countries and organisations. and WP synergies will play a key role for this endeavor |
| Governmental organisations | Raise awareness of the fact that EO data is a cost-effective source of a wide-variety of valuable data which can be harnessed to create innovative and improved product/services, operational processes and business models in all |

| | |
|--|---|
| | showcase sectors – thus promoting the EO technology as a significant potential asset. Promote access to project data, possibility to participate in new pilots, and make use of project results. |
| Public authorities, municipalities and civil protection agencies | In line with the main messages put forward by both GEO and Copernicus, e-shape aspires to act as the platform where decision makers can be informed on the benefits of EO services and data across a number of critical sectors. Through a number of concrete examples of how EO services/data have been successfully exploited – fuelled by the projects undertaken in each of the pilots, decision makers will be able to “take home” best practices and lessons learned. |
| GEO/COPERNICUS/ Other EO actors | Close engagement with a view to align resources in promoting user uptake of EO, through both direct promotional activities as well as other supporting facilitative activities (e.g. promotion data standard harmonisation). Inform of progress, seek political support at EU/international level, establish synergies. Coordinate to enable operational integration with their other work, where relevant, and mutual exchange of data with their other work. |
| Research and academic community | e-shape aims to create a network of research institutions (both within the consortium and through the engagement of the greater scientific community) and provide appropriate coordination tools that allow them to share data (in line with GEOSS principles), promote their skills and capacities, exchange knowledge on specific thematic areas (i.e. in relation to the Pilots), and finally create synergies with other actors in the value chain and with other initiatives. Ultimately the key message towards the research and academic community is driven by the need for sustained and coordinated participation in developing a transnational Earth Observation system in support of EU and international policies in key thematic areas. |
| Media | <p>e-shape is an EU funded programme that brings together a multinational team of prominent research institutes, with the aim to maximise the impact of European investment in programmes of global reach (Copernicus and GEO). At the heart of e-shape lies the empowerment of regions through the more effective, integrated exploitation of Earth Observation capacities, which in turn provides a number of significant benefits to the industry and the greater public.</p> <p>In that context, e-shape is a capacity building programme with main focus on developing a transnational Earth Observation system that can support the implementation of EU and international policies in key societal sectors.</p> |
| Public | e-shape website will provide easily digestible information on the socio-economic and environmental benefits of EO services and applications in the areas covered by the Pilots. The project brings together a unique team of experts with the aim to enhance the exploitation of Earth Observation information services towards informed decision-making. |

Table 2: Indicative list of key messages per audience

3 DISSEMINATION CHANNELS & TOOLS

As in the case of key messages to be used, our different targets groups will require different dissemination channels.

Project activities will be disseminated through a large variety of communication channels including: the e-shape website, social media channels (The use of social media tools significantly spread knowledge about e-shape actions for EU countries. These tools are important to use as they broadcast messages to wider public getting direct feedback from the audience.), presentations, posters, promotional materials & goodies, organising or participating in embedded events, as well as press releases.

Partners will be asked to cooperate actively for the use of these tools, as it is an active way of involvement and getting feedback from them about the project.

A list of Communicators was compiled in order to share communication and dissemination actions with the counterparts inside the Consortium.

| Communication Tool | Target | | | | | | | | Purpose |
|-----------------------|------------------|-----------------------|---|--------------------|---------|----------|-------|--------|--|
| | Commercial users | EO solution providers | Governmental - non Governmental organisations | Public authorities | GEO etc | Research | Media | Public | |
| Website | • | • | • | • | • | • | • | • | Raising awareness of project goals and activities, publishing news and enabling subscribers to the Newsletter |
| Newsletter | • | • | • | • | • | • | | | Communicating project highlights, maintaining the interest and awareness of subscribers, disseminating results |
| Leaflet / Brochure | • | • | • | • | • | • | • | • | Raising awareness of e-shape project, especially in workshops/ conferences organized or attended by the consortium |
| Social Media Channels | • | • | • | • | • | • | • | • | Create dialogue with target groups, announce events and utilize modern communication means |
| Multimedia | • | • | • | • | • | • | • | • | Communicating project highlights |
| Webinars | • | • | | • | | • | | | will promote the main results of the pilots and Showcases, primarily to the public sector, private sector and users. |
| Help Desk | • | • | • | • | • | • | • | • | Making the link between the different stakeholders of the e-shape showcases and pilots |

Table 3: Communication & Dissemination Objectives

An application like Slack will be used with the main goal to share effectively, quickly and easy all the required information.

With Slack we will avoid email traffic with the Communicators. Our aim is also to bring to this list, Communicators beyond the Consortium. This channel will be used to raise awareness on the project activities throughout our different communities and to establish contacts with other projects similar in scope. This will consolidate peer-to-peer exchanges and create a base for future cooperation possibilities.

As underlined in D6.1 communication tools (Table 3) will be developed and tailored on the basis of the different needs of the specific audiences targeted by the project. The table below provides an overview of the communication & dissemination tools that will be utilised in the course of the project towards the engagement of different target groups.

| Audience | Dissemination channels |
|---------------------------------|---|
| Research and academic community | Website - Newsletter - Webinars Social Media Channels Presentations - Posters Promotional materials and goodies e-shape events & Embedded events Press releases Publications in scientific journals (national and/or regional and/or national) Other EU funded projects under Horizon 2020 |
| Commercial users | Website - Newsletter Social Media Channels; Webinars Presentations - Posters Promotional materials and goodies e-shape workshops Press releases European/ Regional/ National Industry specific events in line with the project's thematic areas B2B Networking events - Sector publications |
| EO solution providers | Website - Newsletter - Webinars Social Media Channels Presentations - Posters Promotional materials and goodies e-shape workshops Press releases European/ Regional/ National Industry specific events in line with the project's thematic areas B2B Networking events - Sector publications |
| Governmental organisations | Social Media Channels Presentations during events Workshops European/ Regional/ National Industry specific events in line with the |



| | |
|--|--|
| | <p>project's thematic areas</p> <p>Partnerships regional and national business/ public authorities networks</p> <p>Thematic online publications</p> <p>Blog posts on end-user sites</p> |
| Public authorities, municipalities and civil protection agencies | <p>Social Media Channels</p> <p>Presentations during events</p> <p>Webinars - Workshops</p> <p>European/ Regional/ National Industry specific events in line with the project's thematic areas</p> <p>Partnerships regional and national business/ public authorities networks</p> <p>Thematic online publications</p> <p>Blog posts on end-user sites</p> |
| GEO/COPERNICUS/Other EO actors | <p>Website - Newsletter</p> <p>Social Media Channels</p> <p>Presentations - Posters</p> <p>Promotional materials and goodies</p> <p>e-shape workshops Press releases</p> <p>European/ Regional/ National Industry specific events in line with the project's thematic areas</p> <p>B2B Networking events - Sector publications</p> |
| Media | <p>Website</p> <p>Social Media Channels</p> <p>Presentations</p> <p>Press releases</p> <p>Blog posts EO stories</p> |
| Public | <p>Website - Multimedia</p> <p>Social Media Channels</p> <p>European Researcher's Night</p> <p>Info days for the public, exhibitions etc.</p> <p>Blog posts-EO stories</p> |

Table 4: Communication & Dissemination Tools

4 EVENTS METHODOLOGY & UPCOMING CALENDAR

Throughout the entire duration of the project, consortium partners will be actively participating in events such as conferences, workshops, meetings etc.

Workshops and webinars will be organised to accompany key developments of the project. Whenever appropriate, external experts and end users will be invited to participate in the workshops. Parts of the workshops should be targeted and open to stakeholders not involved in the EO value chain (e.g. policy makers from regional public authorities, non-space SMEs, start-ups etc.). Pilots' contribution will play a key role in this endeavor. Furthermore, when appropriate specific topic experts will be invited to attend the meetings.

WP6 will support the consortium (SC Leaders & Pilot Leaders) in setting up engaging events that will enable stakeholders to communicate their messages. To maximise the impact and reach of the project, the dissemination team will seek to organise events in synergy with other regional initiatives. Partner representatives will also participate in external meetings and scientific conferences related to the e-shape objectives. Their presentations should focus on promoting project outcomes and activities.

The project partners are defining an event list for the duration of the project work in order to cover as much as possible public and to distribute the information about the project.

To ensure the visibility of the project, maximize the impact of the events and establish deeper realtions WP6 will:

1. support all the events with dedicated communication material.
2. distribute an indicative communication plan to related partners at least one month before the event (depending of the nature's event).
3. distribute social media action plan to the partners and the communicators before a major event, announcement etc.
4. create press releases for the event launch.
5. announce the event on social media and e-shape website.
6. gain press coverage-were possible- and help to amplify the event beyond e-shape's network.
7. reach out to existing partners/attendees and motivate them to promote the event, before the event has officially launched. This way they can help spread the word from the very beginning.
8. develop a dissemination fact sheet with dedicated events scheduled to take place throughtout the duration of the project (e-shape events, publications & activities to the general public) in Confluence, for the monitoring of qualitative and quantitative indicators (section 7).

e-shape project was disseminated, the first 3 months, through the below events. In table 5, an indicative list of partners' participation (potential) in events and workshops is also presented.

| No. | Event | Location | Partner | Type of Activity | Main Outputs | Audience (number & profile) |
|-----|--|--------------------------------|--------------|---------------------------|--|---|
| 1 | e-shape First Meeting of General Assembly | Cannes, France 9 -11/5/2019 | All partners | Launch of e-shape project | introducing the e-shape project | 100 |
| 2 | ESA Living Planet Symposium | Milan, Italy 15/5/2019 | VITO | General information | introducing the e-shape food security and sustainable agriculture pilots to the GEOGLAM executive committee | 15 GEOGLAM executive committee members |
| 3 | Meeting at the premises of Kerkini Lake Protected Area Authority following an invitation | Kerkini, Greece 10/6/2019 | CERTH | Technical meeting | Introduction of e-shape and myEcosystem showcase to the PA personnel at a round table and initialization of activities (registration of existing infrastructure, material, and main challenges for the local ecosystems, prioritization of activities) | 5 personnel members (the director, the main forester environmental consultant, the GIS and RS responsible on site, 2 further technical personnel) |
| 4 | MINES ParisTech Research Committee | Paris, France 20/6/2019 | ARMINES | General information | Introduction of e-shape to MINES ParisTech/ARMINES managers. Potential links with internal research and training activities | 30 managers |



| No. | Event | Location | Partner | Type of Activity | Main Outputs | Audience (number & profile) |
|-----|--|---------------------------------|---------|--------------------------|--|-----------------------------|
| 5 | EXPANDEO 2019: Local & Regional Authorities Workshop | Brussels, Belgium 20/6/2019 | EARSC | General information | Introduce the project to the participants | 20 Earsc members |
| 6 | OGC TC Leuven | Leuven, Belgium 24/6/2019 | OGCE | Technical Committee | Introduction to OGC members in the Europe Forum | |
| 7 | EuroGEOSS Workshop - Energy breakout session | Lisbon, Portugal, 3-5/7/2019 | ARMINES | Workshop | Presentation of the 3 pilots of the S3 Energy Showcase | 25 (in the session) |
| 8 | EuroGEOSS Workshop - Plenary Session : EuroGEOSS state of the play | Lisbon, Portugal, 3-5/7/2019 | ARMINES | Workshop | Presentation of e-shape | 150 |
| 9 | EuroGEOSS Workshop - Plenary Session Panel discuss : How to meet users need in EuroGEOSS? | Lisbon, Portugal, 3-5/7/2019 | ARMINES | Workshop | Co-designed method: e-shape | 25 (in the session) |
| 10 | EuroGEOSS Workshop - Climate Session Panel: what can an action group do for providers | Lisbon, Portugal, 3-5/7/2019 | FMI | Prsentation and Workshop | Presentation of e-shape climate service pilots | 25 (in the session) |
| 11 | EuroGEOSS Workshop - Session Best practices on how to involve | Lisbon, Portugal, 3-5/7/2019 | ARMINES | Presentation | Presentation of EO-specific co-design | 25 (in the session) |

| No. | Event | Location | Partner | Type of Activity | Main Outputs | Audience (number & profile) |
|-----|--|------------------------------|---------|------------------|---|-----------------------------|
| | users | | | | | |
| 12 | EuroGEOSS Workshop - Session Agriculture | Lisbon, Portugal, 3-5/7/2019 | VITO | Presentation | Presentation of the 4 pilots of the S1 Food Security and Sustainable Agriculture Showcase | 25 (in the session) |
| 13 | EuroGEOSS Workshop - Session Break-out session Disaster Resilience | Lisbon, Portugal, 3-5/7/2019 | NOA | Presentation | Introduce the project to the participants and the Disasters Showcase | 25 (in the session) |

Table 5: List of events/workshops took place by 30 of July 2019

e-shape was officially introduced to GEO Community in EuroGEOSS Workshop 2019, which took place in Lisbon from 3rd to 5th of July. Most of the Showcases participated in seven dedicated side events.



Figure 1: Indicative photos from e-shape at EuroGEOSS Workshop 2019



| | Event | Link |
|----|--|---|
| 1 | GEO WEEK 2019, Canberra, Australia, 4-9/11/2019 | https://www.earthobservations.org/geoweeek19.php |
| 2 | OGC TC Toulouse, Toulouse, France, 18-22/11/2019 | |
| 3 | Gi4DM 2019 Conference: GeoInformation for Disaster Management, 3-6/9/2019, Prague, Czech Republic | http://www.gi4dm2019.org/ |
| 4 | 11th International Symposium on Digital Earth (ISDE 11), Florence, Italy, 24-27/9/2019 | https://www.digitalearth2019.eu/ |
| 5 | INSPIRE Helsinki 2019, 22-24/10/2019, Helsinki, Finland | https://www.inspire-helsinki-2019.fi/ |
| 6 | 2019 IEEE International Workshop on Metrology for Agriculture and Forestry, 24-26/10/2019, Portici (Naples), Italy | https://www.copernicus.eu/en/2019-ieee-international-workshop-metrology-agriculture-and-forestry |
| 7 | 2019 UN Climate Change Conference (UNFCCC COP 25), 11-22/11/2019, Santiago, Chile | https://www.copernicus.eu/en/events/events/2019-un-climate-change-conference-unfccc-cop-25 |
| 8 | Phi-week event, 9-13/9/2019, Frascati, Italy | https://phiweek.esa.int/NikalWebsitePortal/esa-eo-phi-week-2019/phiweek/ |
| 9 | Copernicus 'Eyes on Earth' Roadshow 24-25, Sep 2019, Rotterdam, NL | https://www.lyyti.fi/p/EoERoadshow_Rotterdam |
| 10 | Copernicus 'Eyes on Earth' Roadshow 3-4, Oct 2019, Tallinn, EE | https://www.lyyti.fi/p/EoERoadshow_Tallinn_Estonia |
| 11 | 25th MARS Conference in Prague, 2019 JRC/IPR/2019/D.5/0001/NC-ExA | https://web.jrc.ec.europa.eu/callsfortender/index.cfm?action=app.tender&id=7511 |
| 12 | COP3 of the Minamata Convention on Mercury, Geneva, Switzerland, 25-29 November 2019 | http://www.mercuryconvention.org/Meetings/COP3/tabid/7854/language/en-US/Default.aspx |
| 13 | IGARSS 2019, Yokohama, Japan, 28/07/2019 - 02/08/2019 | https://www.igarss2019.org/ |

| | Event | Link |
|----|---|---|
| 14 | Ocean Obs 2019, Honolulu, USA | http://www.oceanobs19.net/ |
| 15 | IGARSS 2020, Hawaii, USA, July 19-24, 2020 | https://www.igarss2020.org/ |
| 16 | EuroGEOSS Workshop 2020 | https://ec.europa.eu/easme/en/section/easme-home/eurogeoss-workshop-2019 |
| 17 | EGU 2020, 3-8/5/2020, Vienna, Austria | https://www.egu2020.eu/ |
| 18 | AGU Fall Meeting, 7-11/12/2020, San Fransisco, USA | https://sites.agu.org/meetings-events/ |
| 19 | International Energy Workshop 2020 (Freiburg, Germany) | http://www.internationalenergyworkshop.org/ |
| 20 | International Ocean Vector Winds Science Team Meeting 2020 | https://mdc.coaps.fsu.edu/scatterometry/meeting/ |
| 21 | 5th session of the International Conference on Chemicals Management - Bonn, Germany, 5-9 October 2020 | http://www.saicm.org/About/ICCM/tabid/5521/language/en-US/Default.aspx |
| 22 | Group for High Resolution SST Science Team Meeting 2020, Boulder, USA | https://www.ghrsst.org/resources/meetings-and-workshops/ |
| 23 | European Meteorological Society Annual Meeting 2021 (Barcelona, Spain) | https://www.emetsoc.org/events/ems-annual-meetings/ |
| 24 | Joint conferences of the Basel, Rotterdam and Stockholm Conventions, May 2021 (likely in Nairobi, Kenya, east dates not yet decided but usually it is 2 weeks in end April-mid May) | http://www.brsmeas.org/2019COPs/Overview/tabid/7523/language/en-US/Default.aspx |
| 25 | 2022 Living Planet Symposium, May 2022 | https://lps19.esa.int/NikalWebsitePortal/living-planet-symposium-2019/lps19 |
| 26 | 2022 Living Planet Symposium, May 2022 | https://lps19.esa.int/NikalWebsitePortal/living-planet-symposium-2019/lps19 |

Table 6: Indicative list of conferences & workshops

4.1 Linkages with WP4 (Users' Uptake, Capacity Building and Liaison) & WP5 (Sustainability and upscaling)

The Dissemination Strategy has interdependencies with all the other WPs of the project. Thus, in defining it the project team has strongly taken into account the objectives, goals and needs of the other WPs.

WP6 will work closely with WP4 & WP5 in order to engage user communities and with WP4 (and WP5) team to promote the uptake of their solutions at different geographic scales and vertical markets (private and public) and amongst key user communities. This will be supported by targeted liaison activities aimed at the effective engagement of key organizations and user communities at large. A series of capacity building activities will be carried out with the aim to train users in a given sector on the integration of EO-based solutions in their workflow. The e-shape Help Desk will be the link between the different stakeholders in support to WP4, and offer assistance to the new incomers, guiding and redirecting them to the good interlocutors within the partners.

The most important linkages with WP4 & WP5 are given in the table below.

| Linkages with WP4 | Linkages with WP5 |
|---|--|
| Promoting each pilot at sectorial, national and international level, across vertical markets and amongst key user communities. | Support the service uptake process by linking to existing platforms (EOWiki, eoMALL), through e-shape communication channels (website, Help Desk). |
| Co-organizing, promoting workshops and effectively disseminate the outcomes through the use of communication channels. | Collaboration for the promotion of the synergies between pilots and companies and the on boarding procedure. |
| Exchanging, sharing knowledge coming from regional and capacity building activities to sustain the overall dissemination and communication strategy of e-shape. | Interaction for the operation of the Help Hesk. |

Table 7: Linkages with WP4 & WP5

4.1.1 User uptake dissemination plan

In order to make certain of obtaining the uptake of pilots results and magnify the reach and impact of the project a user uptake dissemination plan shall be established. The dissemination activities will assist creating links with key entities from the scientific community, key stakeholders in prominent EO programmes and industry and for the results of the project to be recognised, demonstrated and implemented on a large scale. The activities that will be implemented to reach various stakeholders and to initiate networks are utilising different tools and methods as described in section 4.

To develop user uptake, a set of planned actions focused around the needs of the project's pilots will be performed in order to increase the pool of potential users (figure 2). Many user uptake initiatives such as events, user feedback, training and networks are already identified. It is expected that for the project duration information about project's pilots will be distributed in order to involve key users.

The user-uptake dissemination plan will be described in detail in D4.1 “User uptake strategy and action plan (a)” in M6.

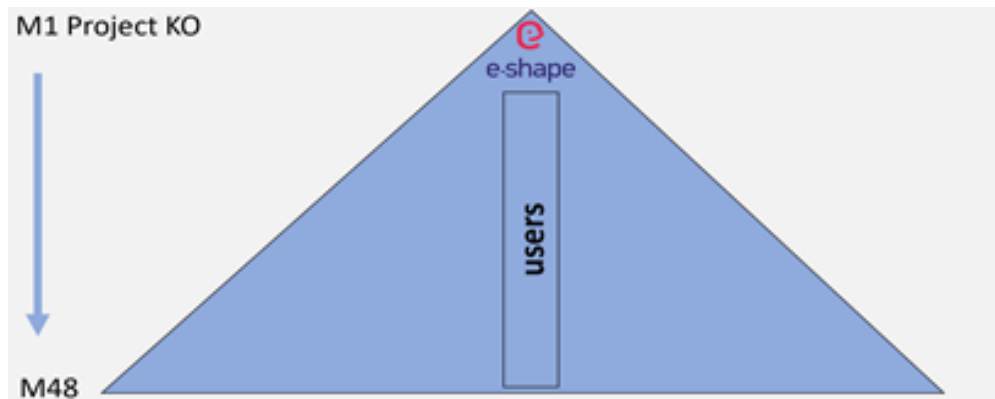


Figure 2: Increase the pool of the potential users.

5 INTERNAL MONITORING OF DISSEMINATION ACTIVITIES

To facilitate internal communication flows, the project dissemination team has set up tools and methodology to be used by the 54 partners. As conferences, events and exhibitions are to be considered the main dissemination channels for the project, a dedicated page in Confluence has already been created for partners to use for updates. In addition, project partners have been invited to share with WP6 their potential and confirmed national, international and regional events that would fall within e-shape's mission and where the project could bring added value. Upon review, the dissemination team will highlight the most important events and share them with the management team. The events will be promoted through the e-shape website, partner websites, as well as through the project newsletter, social media and mailing campaigns.

In addition to project workshops and meetings, consortium partners will also be encouraged to actively participate in external events, whether industry specific, academic or science related. Presenting the project in such external events will be an important part of our dissemination activities. The events calendar will be constantly updated by the dissemination team. Partners have also been invited to provide to the WP6 team their institutional communication contact points. This will allow the team to set the first stepping stones to building an interactive social media and dissemination network, as well as to stay constantly updated with the partner's activities.

Furthermore, partners will be requested to regularly report on their dissemination activities related to e-shape, through Confluence, by using the “Dissemination report” template. By implementing a regular reporting system the team will aim to empower partners to take action at a local level in order to facilitate and gather information for the future dissemination reports. Synergies with similar projects financed by the EC under Horizon2020 will be sought and ensured. A regular cooperation with other projects will be encouraged through: organising mutual events and workshops, joint exhibition booths, speaking engagement roles etc.

Through its dissemination activities, WP6 will aim to bring added value by creating a sustainable cooperation community, not only among project partners, but also between diverse professional communities.

6 EVALUATION

The impact of the communication activities (D6.1) is strongly tied to the success of the stakeholder engagement and dissemination activities. Thus, the tools developed as part of the communication strategy will be leveraged in a holistic approach. Appropriate indicators to assess the impact of dissemination and communication include: **a)** Visits/views and engagement of website and social media using tools such as “Google Analytics”; **b)** Downloads of documents publicly available online, especially papers, released software and datasets; **c)** Followers/connections, social media outreach, a popular indicator due to their widespread adoption; **d)** Impact factor/acceptance, a typical indicator for scientific publications, academic citations, views in platforms like ResearchGate; **e)** Participation/attendance in workshops, consultations groups, through e-shape presentations or demonstrations; **f)** Number of requests served by the Help Desk.

The detailed analysis of the impact of the individual activities of the project will be carried out in the course of the project as its activities develop. As an input to that end the following table summarises potential indicators.

| | | |
|--|--|--|
| Increase awareness of scientific results | No. of articles in scientific journals and conferences | > 20 |
| | No. of webinars | 7 |
| | No. of participations in scientific conferences & workshops | > 20 |
| Target a wide range of audiences using tailored communication tools | Unique website visitors at the end of the project | > 10.000 |
| | Printed brochures distributed to stakeholders | 3.000 |
| | No. of communication material (printed or digital) produced during the lifetime of the project | > 50 |
| | Total No. of downloaded communication material | > 100 |
| | Subscribers to newsletter | 50 per year |
| | Social media followers (Twitter, Facebook, LinkedIn) | Double audience each year |
| | No. of articles in magazines & media | > 100 |
| | No. of video views in YouTube | > 1000 |
| Establish & maintain helpdesk | No. of requests served by the Helpdesk | > 100 1 st year/double every year |
| | No. of stakeholders served | > 50 per year |

Figure 3: e-shape WP6 KPIs

7 THE WAY FORWARD. ENSURING A LONG-TERM IMPACT OF COMMUNICATION AND DISSEMINATION ACTIVITIES.

Our aim is to ensure the positive impact of e-shape dissemination activities, as it is formulated in the goals of the project. Such impact can be reached by cooperation with various target groups based on personal and institutional, regional interests and needs.

In order to do this, all materials, web-based platforms, Help Desk etc. will be made public. Communication and dissemination activities will be designed as to ensure that each type of stakeholder is reached and provided with personalised and of direct use information and materials.

The e-shape exploitation and dissemination activities will be designed in order to ensure the sustainability and further multiplication of the project outputs beyond the project period.

The website, including the project materials, maintained after the project period will be available for use to all interested stakeholders.

e-shape impact will be measured by the longer term effect (the uptake of the e-shape results) within the research community, institutions, users etc. Meantime, cooperation with other partners will stimulate collaboration, delivery of their key messages and dissemination activities, will shape the research community raising awareness about the importance of project, support empowerment and engagement of users, groups and EO communities.

ANNEX I

Indicative list of publications (will be expanded at an early point together with the partners)

| | Type of Publication (magazine, article, etc) | Partner(s) |
|----|---|---|
| 1 | Raphaëlle Barbier, Benoit Weil, Pascal Le Masson, "Creating value from data in an ecosystem: building and expanding relationships between data and seemingly distant usages", R&D Management 2019. | ARMINES, WP2, CO-DESIGN |
| 2 | ISPRS Journal of Photogrammetry and Remote Sensing https://www.journals.elsevier.com/isprs-journal-of-photogrammetry-and-remote-sensing | NOA, Showcase 2 (Agriculture) All pilots, Showcase 6 (Disasters) |
| 3 | Remote Sensing Magazine https://www.mdpi.com/journal/remotesensing | NOA, Showcase 2 (Agriculture) All pilots, Showcase 6 (Disasters) |
| 4 | Remote Sensing of Environment https://www.journals.elsevier.com/remote-sensing-of-environment | NOA, Showcase 2 (Agriculture) NOA, howcase 6 (Disasters) DTU, ShowCase 3, Pilot 3 |
| 5 | Atmospheric Measurement Techniques https://www.atmospheric-measurement-techniques.net/index.html | NOA, PMOD/WRC, SC3, Energy |
| 6 | Energy https://www.journals.elsevier.com/energy | NOA, PMOD/WRC, SC3, Energy |
| 7 | Renewable Energy https://www.journals.elsevier.com/renewable-energy | NOA, PMOD/WRC, SC3, Energy |
| 8 | Remote Sensing of Environment, Peer-review journal https://www.sciencedirect.com/journal/remote-sensing-of-environment | DTU, ShowCase 3, Pilot 3 |
| 9 | IGARSS 2020 proceeding | CIMA Foundation, Showcase 6 – Pilot 2 |
| 10 | set of regional reports on POPs levels, end 2020/2021 (spring), and new portal on www.pops-gmp.org with data up to 2019 | MU, SC2 (Health Surveillance), Pilot 2 - EO-based surveillance of POPs pollution |



| | Type of Publication (magazine, article, etc) | Partner(s) |
|----|--|--|
| 11 | global report on POPs in the environment 2022/2023 - http://chm.pops.int/Implementation/GlobalMonitoringPlan/MonitoringReports/tabid/525/Default.aspx | MU, SC2 (Health Surveillance), Pilot 2 - EO-based surveillance of POPs pollution |



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