e-shape

EuroGEO Showcases: Applications Powered by Europe

e-shape-WP6-D6.6

e-shape

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ABSTRACT

This document reports the e-shape Communication and Dissemination actions carried out in the first 24 months of project implementation in line with the Communication Strategy and Action Plan of e-shape (deliverable D6.1). The main objective of this deliverable is to highlight how the impact of the e-shape project was maximized through the communication, dissemination and engagement activities.

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EXECUTIVE SUMMARY

This document reports the e-shape Communication and Dissemination actions carried out in the first 24 months of project implementation in line with the Communication & Dissemination Strategy and Action Plan of e-shape (deliverable D6.1, D6.3). The main objective of this deliverable is to highlight how the impact of the e-shape project was maximized through the communication, dissemination and engagement activities.

Taking into account the communication targets presented in D6.1, and the key messages aimed at them, e-shape implemented a Communication Action Plan that covers both internal and external communication purposes. The communication tools were developed and tailored on the basis of the different needs of the specific audiences targeted by the project.

A variety of communication material was produced in order to promote and communicate the e-shape news and events.

During the first trimester of the project a cutting-edge website was launched to offer a wide and more specialized range of information on project activities.

Finally, social media has been used to promote all website content, newsletter, meetings, workshops, events and interactions with stakeholders. Twitter posts were republished on the website through specific tools.

This document shall be understood as a living document, which will be updated for each reporting period.

During the reporting period WP6 developed a coherent strategy and action plan for communication, created a set of high-impact, targeted promotional and communication materials and carried out a series of communication actions (internal-external).

Also, taking into consideration the project's Dissemination Strategy goals, the project during this first period (24months) had a greater response to Research, Institutional and Academic Community. An effort was also made to reach users and stakeholders outside the EO community.

During Sprint 1, WP6 faced difficulties in raising feedback regarding the communication and dissemination actions since partners did not perceive the fully potential in such activities. In order to keep partners in track and develop an effective communication, WP6 adopted a persistent approach that included: sending numerous reminders through e-mail and active follow-ups (sometimes via dedicated phone calls directly to the pilots), setting deadlines for goals and improvising in view to inspire and motivate partners by accentuating the advantages of communicating their work and results for instance, we organized at the GA a dedicated communication session for pilots, with expert speakers in the domain of interest.

In order to strengthen communication activities within e-shape its foreseen, for Sprint 2, to include a mandatory communication challenge #14, which entails the active participation and commitment of the pilots to achieve e-shape's communication KPIs.

In light of the mandatory challenge related to communication activities, WP6, in order to facilitate the process for all pilots, created and sent a mini communication plan template along with action guidelines that are conducive to a coherent implementation. In order, for the pilots, to be recognized as e-shape and EuroGEO ambassadors, the communication criteria must be met and as WP6 we urged them to leap into action with commitment & willingness to amplify e-shape project awareness. In table 2 the pilots' communication actions (29 pilots out of 32) for Sprint 2 are summarized.

ABBREVIATIONS AND ACRONYMS

DOW	Description of Work
EO	Earth Observation
e-shape	EuroGEOSS Showcases: Applications Powered by Europe
EU	European Union
FAO	Food & Agriculture Organisation of the United Nations
GEO	Group on Earth Observations
H2020	HORIZON 2020
KPI	Key Performance Indicator
NOA	National Observatory of Athens
SDG	Sustainable Development Goal
UN	United Nations

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INTRODUCTION

This document reports the e-shape Communication and Dissemination actions carried out in the first 24 months of project implementation in line with the Communication, Dissemination Strategy and Action Plan of e-shape (deliverable D6.1, D6.3). The main objective of this deliverable is to highlight how the impact of the e-shape project was maximized through the communication, dissemination and engagement activities.

Taking this into account, the report follows the structure presented below:

- **Chapter 2** is a mid-term report on the e-shape communication strategy, presenting the high-level strategic priorities and methodologies.
- **Chapter 3** is a mid-term report on the internal and external communication action plan which was implemented during the first (24-month) period of the project.
- **Chapter 4** provides a detailed account of the different communication tools which were developed during the first (24-month) period of the project.
- **Chapter 5** presents the impact of the communication activities during the reporting period of the project.
- **Chapter 6** presents the way forward for the next period of the project.

During the reporting period WP6 developed a coherent strategy and action plan for communication, created a set of high-impact, targeted promotional and communication materials and carried out a series of communication actions (internal-external).

Also, taking into consideration the project's Dissemination Strategy goals, the project during this first period (24months) had a greater response to Research, Institutional and Academic Community. An effort was also made to reach users and stakeholders outside the EO community.

MID-TERM REPORT ON COMMUNICATION TARGETS

This report aims to highlight the main outputs of the various communication actions carried out based on the e-shape communication and dissemination strategy, which was described in detail in D6.1, D6.3. Taking into account the communication targets presented in D6.1, and the key messages aimed at them, e-shape implemented a Communication Action Plan that covers the main objectives of the e-shape as described below.

Our main goal is to successfully communicate e-shape on its targeted audiences and to promote EuroGEO Initiative, European Space Policy, Copernicus and the GEO initiative beyond the space/ scientific community.

A main issue we are trying to address is the lack of recognition of the added-value brought by decades of investments and commitments into the space sector. Citizens, and sometimes decision-makers, cannot relate the value added brought by Earth observation to concrete services impacting millions of European citizens in their daily lives.

One of the main objectives of e-shape is to increase uptake by raising awareness on the developed solutions through tailored and well-targeted communication, dissemination and outreach activities. A well-communicated strategy builds and maintain a strong network effect between partners and external stakeholders.

Furthermore, e-shape involves stakeholders with different backgrounds (e.g. EO-savvy vs. non-EO-conversant), thematic expertise (food, energy, environment, etc.), motivation (market success vs. policy implementation vs. research) and languages.

The achievement of these objectives relies heavily on the definition and implementation of an effective communication and dissemination campaign, whereby the different target audiences are well defined and the corresponding tools appropriately developed. In light of these main principles (D6.1), the communication and dissemination plan of e-shape project has been based on a 4-steps methodological approach:

A. **Identification of target groups**
B. **Determination of the information to be provided**
C. **Identification of communication and dissemination channels**
D. **Evaluation**

Following the identification of the main audiences and the expected impacts of the project, the consortium put effort in communicating and disseminating the relevant messages to each category:

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

Audience	Objectives	Implemented actions
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	Promoted Success Stories to dedicated stakeholders
EO solution providers	Inform on EO-based applications and their benefits; promote e-shape onboarding process	Through social media, webinars & virtual conferences
Governmental and Non-governmental organisations	Support decision making process through e-shape services	Through virtual conferences
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	Through dedicated communication
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).	Through conferences, workshops, social media campaigns, promotional communication material. Collaboration with WP4&WP5
Research and academic community	Build awareness of the e-shape results; ensure sustained and coordinated participation in the activities foreseen in each pilot, including adequate involvement in outreach activities.	Through e-shape website, Publications, Virtual Conferences, Workshops, Webinars
Media	Generate interest in communicating public benefits	Through e-shape website, Social media, press release, publications in magazines
Public	Promote socio-economic and environmental benefits; the beneficial outputs of EU-funded initiatives; hands-on applications for	Through e-shape website, Social media, press release, publications in magazines

	the public; Build awareness of the general public on the EO-based services and applications (through the 27 pilots) and their benefits.	

Given that each one of the Showcases & Pilots has its own specific objectives and will entail the involvement of different communities, it is imperative that appropriate methodologies are developed to ensure optimal attraction with the various stakeholders and efficient communication of project outcomes to them. On top of that, WP6 maintains an overall coordination of communication and dissemination activities across the different pilots.

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. ***In Annex III you can see an example of pilot's communication plan which also includes pilot's key messages. This action is mandatory for all pilots and WP6 has already received the most of the dedicated communication plans.***

MID-TERM REPORT ON COMMUNICATION ACTION PLAN

Taking into account the communication targets presented in D6.1 and the key messages, e-shape has implemented a coherent Communication Action Plan.

As stated in D6.1, the Communication actions are strongly tied to the Dissemination activities, which are using the same communication channels, tailoring their messages and means according to their corresponding mandates.

The e-shape communication action plan (D6.1) was built on the following principals:

- identify all target groups
- develop a set of methods and tools for managing and communicating key messages
- provide the consortium with a detailed framework of appropriate communication mechanisms/tools and get their support in a sustainable and transparent manner
- ensure adherence of all external communication and publicity with programme requirements
- identify the actions and costs required for external communication and publicity
- gauge the impact of the different communication activities and adjust appropriately

3.1 Internal Communication

The Internal communication strategy intended and intends to ensure a constant and effective exchange between the partners and develop appropriate communication activities as well as mechanisms for a smooth and effective collaboration within the project partnership.

In this context, WP6 adopted a persistent approach to support the sustainability and the upscaling of the pilots while building and maintaining a strong network effect between partners. We created conditions to assist as well as motivate pilots in “building” their own brand identity, inside the consortium and expand their visibility through e-shape communication strategy and channels, that included:

- Dedicated communication material produced based on the different needs of each showcase and pilot, in order for WP6 to maximize the visibility and reach of the project as well as to support strategic approach.
- The development of success story banners with an aggregated overview of the key messages that the pilot would like to deliver. This is an on-going action according to the pilots’ input and feedback.
- Dedicated communication e-mails to potential stakeholders-users.

  In collaboration with pilot leaders and showcase leaders we identified the different target audiences, their main interests and needs with main goal to respond to the question “who are we communicating to?". A dedicated page in Confluence was created for the partners to provide this information. The e-shape target audience

was mainly the following: Commercial users, EO solution providers, Governmental and non-Governmental organizations, Public authorities, Research and academic community.
Indicatively, 23 letters (10 pilots – 7 SC) were sent to the most important stakeholders-users (companies, organizations) of the SC, with an introduction of e-shape project, the pilot's description, a success story and an aggregated overview of the key messages that the pilot would like to deliver. This is an on-going action according to the pilots' input and feedback.

- A **dedicated communication session**, during the e-shape GA, in order to train pilots and identify existing possibilities on the outreach options available within e-shape, that highlighted the importance to focus more on market related actions and break out of the EO club.

  More specifically, WP6 organized a dedicated event entitled "Tune in to e-shape. Be an e-shape ambassador!" in order to reveal the pivotal role and inspire as well as motivate the pilots to communicate their own work and efforts. In this important endeavor expert speakers, in the domain of communication, were invited to bring a new dynamic perspective, knowledge and insight alleviating any concerns pilots may have.

  With this process, the e-shape partners became more aware of their actions and the things we can do, as a team, to ensure that our messages get received "loud and clear". e-shape pilots were encouraged to share their own work and efforts supporting the EO community with strategic communications, ask questions and discuss challenges and opportunities.

  A round table discussion took place with the intension to focus on market related actions outside the EO community (Break out of the EO Club!).

- e-mail to all pilots highlighting the powerful impact of "transforming" their key messages to a positive storytelling. WP6 demonstrated strong arguments on how their story (results) can enhance people's understanding, in order to create a valuable shared meaning to the wider audience and included penetrating questions such as: What do you want your audience to understand? How do you want to make them feel or react? Is there a specific action you want them to make? with a view to set them in motion.

- e-mails informing pilots for upcoming market related events in order to break out of the EO club, giving the opportunity to propel their services to a broader target audience.

- numerous reminders via e-mail (i.e. to fill in Confluence pages) and active follow-ups (in some cases via dedicated phone calls directly to the pilots).

- setting deadlines for goals and improvising in view to inspire and motivate partners by accentuating the advantages of communicating their work and results etc.

Given that e-shape brings together 63 research organisations from the broad European region, WP6 organised further several actions in order to streamline communication within the consortium, indicatively:

- Confluence was used (26 dedicated pages) by showcase and pilot leaders in order for WP6 to gather & share information namely about:
    1. e-shape communication & dissemination material such as: e-shape logos and images, logo guidelines and manual and a general e-shape presentation template.
    2. Leaflets & brochures
    3. Monthly newsletters
    4. Help Desk instructions
    5. Activity reports on dissemination activities (inform about meetings and events of relevance to e-shape in which they participated or will participate in, provide information regarding the impact, the audience and the promotion material used) & publications.
    6. Contacts for the dedicated communicated actions
    7. Partners' social media accounts and from projects/organisations which are related to e-shape.
    8. Pilots' key messages
    9. Website input/ content.
- WP6 contacted by e-mail external communicators in collaboration with e-shape partners with a view to explore possible synergies and share e-shape communication and dissemination actions.

  The mail included a short description of e-shape project, links of e-shape website and Help Desk and e-shape social media accounts.

  It was decided that an application like Slack was not the right tool for sharing required information effectively and quickly.
- In order to strengthen communication activities within e-shape its foreseen, for Sprint 2, to include a mandatory communication challenge #14, which entails the active participation and commitment of the pilots to achieve e-shape's communication KPIs.

  In light of the mandatory challenge related to communication activities, WP6, in order to facilitate the process for all pilots, created and sent a mini communication plan template along with action guidelines that are conducive to a coherent implementation. In order, for the pilots, to be recognized as e-shape and EuroGEO ambassadors, the communication criteria must be met and as WP6 we encouraged them to leap into action with commitment & willingness to amplify e-shape project awareness. In table 2 the pilots' communication actions (29 pilots out of 32) for Sprint 2 are summarized.

Table 2: Pilot's communication actions for Sprint 2

Showcases	Pilots	Publications	Social Media	Help Desk	Success Stories	Webinars	Podcast
Showcase 1	P1	2	1 post/month	1	-	2 or 3	-
	P2	3	1 post/month	1	1	1	1
	P3	At least 2	At least 1 post/month	-	1	1	-
	P4	1	1 post/month	1	-	2	-
	P5	2	1 post/month	1	1	2	-
	P6	-	-	-	-	-	-
Showcase 2	P1	At least 4	- 1 promo video	1	2	2	0
	P2	2	1 post/month	1	1	2	0
	P3	At least 2	At least 1 post/month	1	At least 1	1	-
Showcase 3	P1	4	At least 1-2 posts/month	At least 2	2	2	0
	P2	3	At least 2 posts/month	1	1	2	1
	P3	At least 3	At least 1 post/month	0	1	1	0
	P4	3	At least 1 post/month	At least 1	At least 1	0	0
Showcase 4	All pilots	2	2 post/month/Showcase	1	1-2/pilot	2/showcase	1
Showcase 5	P1	2	At least 1 post/month	0	1	At least 2	0
	P2	At least 3	At least 2 posts/month	0	1	1	1
	P3	-	-	-	-	-	-
	P4	At least 5	At least 1 post/month	-	2	1	2
	P5	At least 3	At least 1 post/month	1	1	2	-
	P6	2	At least 1 post/month	1	1	1	-
	P7	-	-	-	-	-	-
Showcase 6	P1	At least 4	At least 1 post/month	1	1	1	1
	P2	2	1 post/2-3months	-	1	1	-
	P3	At least 2	-	1	1	1	-
	P4	At least 2	At least 1 post/month - 1 social media campaign	-	1	1	1
Showcase 7	P1	YES	YES	1	1	1	-
	P2	3	At least 1 post/month	-	1	1	-
	P3	2	At least 1 post/month	-	1	1	0
	P4	At least 3	0*	At least 1	1	1	0
	P5	2	1-2 posts/month	At least 2	1	1	0

* Comment of S7P4: *Since the probable target audience of the pilot consist of a niche interest group of scientists and water management professionals and authorities, the pilot considers this task not applicable nor a feasible approach in advancing potential end-user awareness of the service and its achievements. Further, the timescales involved in hydrological fluctuations over such a large area do not warrant weekly, bi-weekly, or even monthly updates on social media or any other form of continuous publication. the pilot also considers that the use of social media in general for promoting*

the service could be construed as somewhat unprofessional and may in-fact damage the image of the service and the credibility of any scientists and software engineers involved in developing it. other avenues of promoting the service need to be explored, these could for example include attending international conferences/fairs with potential private sector industry partners or taking part in scientific conferences.....Using social media may also be problematic due to water resources in general being considered a strategic resource for both the private sector as well as public sector stakeholders. There may also exist both the possibility of inadvertently breaching confidentiality agreements with the end user as well as jurisdictional/legal issues in mass disseminating forecast information of potential hazards to public safety without clear clarifications on the intentions of such publications.

- WP6, in the spirit of "going the extra mile", developed an optional and complementary campaign entitled "Immersed Earth Observation by e-shape".

  The notion behind this improvisation is to involve all pilots on a "dig deeper" plan.

  Each pilot leader/member describes (with a less mind-numbing way), on a max 10' podcast their objectives, success stories, services, with a view to raise awareness, promote e-shape and EuroGEO outside the EO club.

  The podcast will be available to the e-shape social media and website under pilots' **ID card**.

  An e-mail was sent to all pilots with implementation step by step guidelines "from idea to launch", including key elements and penetrating questions to help them structure their script as well as listed benefits of using podcasts for communication for instance:

  1. In a podcast, the content is communicated directly to the listener. That's a much more intimate way of getting information than reading it from an e-mail or document. When media is delivered directly into the audience's ear, it creates a personal relationship.
  2. The spoken word can be far more engaging because it's dynamic, immediate, can express meaning better in a short space of time, and can take complex information and make it more palatable.
  3. Podcasting can easily be integrated under our e-shape's social media umbrella, etc.

3.2 Mid-term report on actions implemented with WP4 & WP5

The Communication 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 worked closely with WP4 & WP5 in order to engage user communities and support the onboarding process as well as with WP4 (and WP5) team to promote the uptake of their solutions at different geographic scales and vertical markets. The e-shape Help Desk was used as a 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.

Table 3: Linkages with WP4 & WP5

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, helpdesk).
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 Desk.

3.2.1 Onboarding campaign

WP6 had a robust collaboration with WP5 regarding the onboarding call for new pilots. A key element for e-shape was to onboard further partners during the project, to join the EuroGEO community and contribute to the expansion of the EuroGEO ecosystem.

Given that e-shape brings together 55 + 8 new onboarded organisations from the European region, an effective internal communication presented significant challenges. In collaboration with WP5, WP6 organised a pre, main and post campaign with a view to promote the first call for EO-based products 2020.

All three stages of the onboarded promotional campaign included mainly e-banners and social media-based dissemination. However, in the e-shape article entitled "Shaping our understanding of planet Earth" that was published by the Science Impact magazine and was organized by WP6, the onboarding process was reported by Prof. Thierry Ranchin ensuring further publicity.

5 new entities onboarded in 2020. The e-shape Help Desk was the tool for the applicants to submit their proposal and to ask questions related to the process. Help Desk served 60 requests. More specifically, Help Desk served 20 private companies, 7 RI/Universities, 2 Consultancy, 2 SME. The onboarded process was facilitated through the Help Desk for the entire period of the call. For more details see D6.6.

30 posts and more than 30 digital e-banners were developed in order to promote and communicate the onboarding process.

A dedicated webpage was designed, at the e-shape website, to provide all the required information and guidelines for the applicants. (**https://e-shape.eu/index.php/on-boarding-call**).

Below you will find indicative communication material.

What makes this project unique is that a complete approach will be applied, developing all the different tools and methods that will enable upscaling of the EO application industry in Europe

e-shape, but what makes this project unique is that a complete approach will be applied, developing all the different tools and methods that will enable upscaling of the EO application industry in Europe,' he highlights. 'We believe that demonstrating the potential of our work at scale is key for adoption of the methodologies, concepts and approaches by the EO community, so the consortium's Societal Benefit Areas are aligned with concerns addressed by the UN's SDGs, the Group for Earth Observation (GEO) and its European version EuroGEO.'

Throughout the duration of this four-year project, the consortium will work to confirm its findings and improve its approaches and, to achieve this, an onboarding process has been established. This process will allow teams to propose new Pilots. Five Pilots will be selected this year and five more in 2021, with funding being allocated to assist with these specific contributions. GEO has three main priorities - SDG's, the Paris Agreement and the Sendai Framework - and e-shape is committed to supporting these priorities through its activities. Indeed, the thematic areas are all related to specific SDGs, while the climate and renewable energy, and disasters areas are designed to contribute to the Paris Agreement and Sendai Framework respectively.

European Space Agency, the Data Cubes approaches, the NextGEOSS dataHub and the GEO platform, so initiatives like e-shape become even more important; they help the community navigate the options in efficient and effective ways.

The team is exploring both public and private markets of EO-based applications with a view to establishing sustainable business activity. To achieve this, part of the project focuses on the sustainability and uptake of EO-based Pilots and will pursue this through the development and use of a Sustainability Support Package, which is a suite of support actions delivered to Pilot teams. These teams will therefore be equipped with tools to develop robust business plans or sustainability strategies for their application.

GUIDING THE EUROPEAN EO COMMUNITY

By way of example, one of the e-shape Pilots is 'Monitoring Fishing Activity' which is aligned with the Common Fishery Policy. 'Reconciling food security with the sustainable use of biotic renewable resources, including marine resources, while ensuring environmental protection is a major challenge,' explains Fichaux. 'As such, our Monitoring Fishing Activity Pilot supports

the European EO community. By involving companies, researchers, decision makers and members of the public every step of the way, the community hopes that e-shape will be the lighthouse that guides the European EO ecosystem to success.

Project Insights

FUNDING

Starting date 1 May, 2019. Project duration is 48 months. The EU contribution is €14,998,976.27. Call (part) identifier is H2020-SC5-2018-2. Topic is SC5-15-2018 - Strengthening the benefits for Europe of the Global Earth Observation System of Systems (GEOSS) - establishing 'EuroGEO'.

e-shape CONSORTIUM

There are 55 partners from 17 countries and beyond - https://e-shape.eu/index.php/team

TEAM MEMBERS

- Eleni Christia (Communication & Dissemination Manager)
- Mirka Rossi (Communication & Dissemination Specialist)

H2020 e-shape project, National Observatory of Athens

CONTACT DETAILS

Image 1 Onbording process on Science impact magazine

Image 2 Pre-campaign banner

Image 3 Main-campaign banners

Image 4 Main-campaign banners

Image 5 Post-campaign banner

EXTERNAL COMMUNICATION

4.1 Brand Strategy & Identity

Taking into account the main objectives of the e-shape project, the target audiences, the key messages that our project conveys and the brand strategy principles, we created with a very strategic approach, a Brand Identity for the project which is dynamic, unique, innovative, sustainable, with multiple applications and contemporary aesthetic.

The primary intention and goals was to reflect our project's mission, core values and vision through an impactful and compelling brand identity that will communicate our messages to our community and beyond with a singular, familiar and influential voice; aiming to raise awareness and build brand recognition in times to come.

All the brand identity elements are available to e-shape partners through Confluence.

4.1.1 Brand Identity & Logo

An attractive and professional visual appearance (colour pallet, logo, icons, layout style, font, etc.) communicates the desired associations with the project (e.g. innovative, trans-European, science-driven, beneficial to society/environment/economy, etc.) to target groups.

The key to making our identity - logo popular and recognizable was to combine all of the important elements: size, style, color, typography, and originality. A well-designed project logo can communicate everything from the project's background to their mission.

Therefore, after careful consideration, we created a logo that reflects a more modern look, captures our core focus and the average person can instantly call the brand to mind and associate it with us. In the same sense, we created tailored logo designs for each showcase.

Visual identity was integrated and harmonized across all communication material and to be certain that e-shape consortium will meet this need, we created guidelines which are available under the page **Outreach** of the e-shape website and in Confluence. This file shared with the partners the most important messaging elements of our brand. In this manual they can find information on our logos, font, color palette and brand imagery along with recommendations on how to use them.

e-shape logo updates

Image 6 e-shape logo in blue & white background

Image 7 e-shape logos in white background

Image 8 e-shape ambassador logo

Image 9 e-shape logo Immersed earth observation

Find **here** the concept of the Brand Identity and **here** the Brand Manual.

Find **here** more logo applications as well as the e-shape brochures and leaflets.

All the communication material is available in **Outreach** webpage.

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COMMUNICATION TOOLS

The communication tools were 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 channels that have been implemented and used in the first 24 months of the project as well as their purposes.

Table 4: e-shape Communication Tools

Target									Purpose
Communication Tool	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

Website

The website (D6.2) serves as the primary gateway to all information, news and updates related to the various project activities. The **e-shape website** was designed in the first three months of the project, in a modern, professional and attractive way, allowing for visitors / users to navigate across the various web pages easily and quickly. Several dynamic and static items have been foreseen that ensured a good balance of visual appeal and professional outlook. The website is an environment that is dynamically refreshed and curated, taking also into consideration the reviewer's comments, so that all external stakeholders can stay up-to-date with the latest developments, news, events, milestones, etc. of e-shape. This is an ongoing action according to the partners' input and feedback.

The website, apart from the main content (i.e. e-shape objectives and goals, thematic areas, current and planned activities, and outputs/achievements, partnering organisations etc.), includes further information with a view to provide better insight into e-shape project and formulate a clear and concise navigation.

Therefore, and taking into account the project progress, it is fully upgraded with new pages namely:

- **ID card**

  It facilitates the need to present valuable additional information of our pilots in a convenient, informative and nicely looking manner in the e-shape public web site while clearly highlighting the project's value-added to the EO sector.

- **All pilots**

  It aims to streamlines navigation by accommodating content of all pilots as well as the onboarded pilots.

- **Who is Who** (click the name of each pilot leader)

  It aims to capture the profile of all pilots in a compelling way (part of all pilots' page)

- **Podcast page**

  WP6, in the spirit of "going the extra mile", developed an optional and complementary campaign entitled "Immersed Earth Observation by e-shape".

  The notion behind this improvisation is to involve all pilots on a "dig deeper" plan.

  Each pilot leader/member describes (with a less mind-numbing way), on a max 10' podcast their objectives, success stories, services, with a view to raise awareness, promote e-shape and EuroGEO outside the EO club.

  The podcast will be available to the e-shape social media and website under pilots' **ID card**.

- **Services**

  It aims to promote the services of the e-shape pilots.

- **Capacity building**

  WP6 had a robust collaboration with WP4 regarding the capacity building dedicated page.

- **Sustainability**

  WP6 had a robust collaboration with WP5 regarding the sustainability page. It was fully upgraded taking into consideration the project progress and the reviewers' comments.

- **Onboarding**

  It aims to provide all the information required on the onboarding call and promote the entire process.

- **Success stories**

  It aims to promote the pilots' success stories (banners) with an aggregated overview of the key messages that the pilot would like to deliver.

- **Deliverables**

  Taking into account the reviewers 'comment, this page aims to disseminate widely the content of the deliverables by hosting the main highlights of the reports.

- **General Assembly**

  On the occasion of the e-shape Virtual General Assembly event, a dedicated page was developed in the e-shape website to maximize the experience and provide all the required information throughout the duration of the entire process (platform guidelines, registration link, agenda, etc), allowing access to all presentations (pdf, YouTube) even after the event.

See in Annex V screen shots from the update version of the website.

Tracking the e-shape website from 1st of September 2019 until the time of writing (4th May 2021), the "new visitors" and "returning visitors" can be seen in Figure 1 (Unique visitors: 8.837)

Figure 2 reveals interest in the project especially in the onboarding page with almost 2.500 views, while the demographics shows that the majority of the users are male (Figure 3).

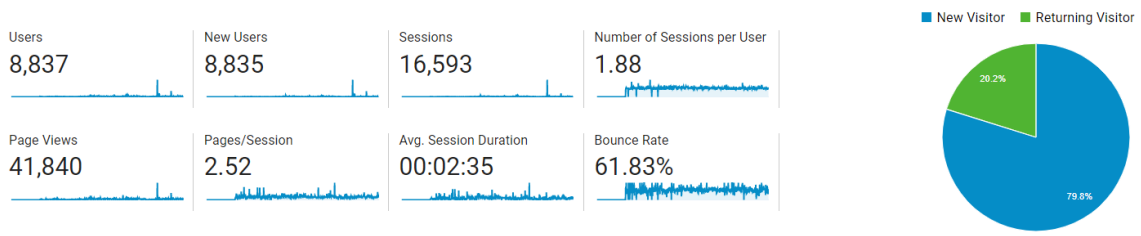

Figure 1 Unique visitors, new visitors and returning visitors at e-shape website

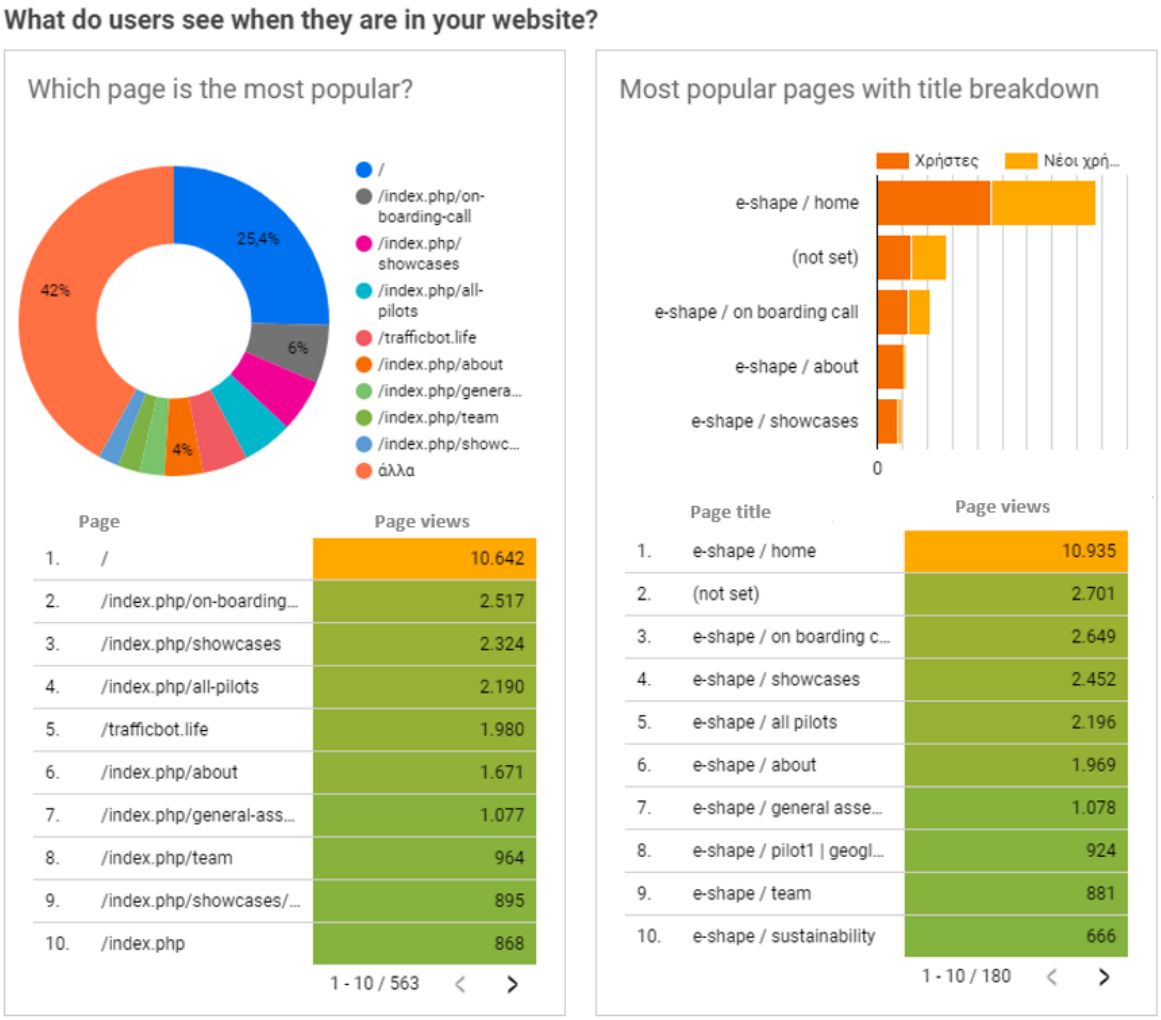

Figure 2 Onboarding page with almost 2.500 views

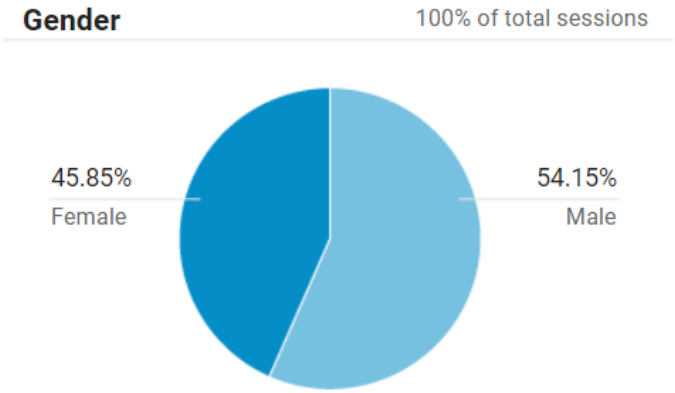

Figure 3 Demographics shows that the majority of the users are male

Newsletter

Four quarterly digital Newsletters have been produced until now, providing information on the project and its progress. The design of the newsletter is presented below. The content of the Newsletters contains articles about meetings, participation in conferences, publications of the e-shape partners, news and forthcoming events, a "where to meet us" section, feedback of stakeholders/partners involved in project activities and testimonies from the newsletters are distributed to a diverse audience of recipients, reaching the goal to disseminate the project activities among all the involved target groups (Research & Technology Providers such as Organisations, researchers, private entities, innovation intermediaries and users).

All partners contribute to the enlargement of the contact database and content of project newsletters. Via the Newsletters distribution the target groups are regularly informed about the progress of the project work and their related opportunities. As already mentioned, with the help of all project partners, a contact database is constantly updated for the project newsletter.

The partners follow the indicative timeline workflow for the Newsletter as we described in D6.1

Image 10 e-shape newsletters

Communication material

One of the main goals of the Communication Strategy was to create a set of promotional and communication materials designed specifically to appeal to the target audiences. These materials and their purposes are available in website and in confluence.

The e-shape communication material is also available in D6.1.

In **Annex I** you can see indicative material which was produced during the reporting period especially for dissemination purposes.

Multimedia

Several promotional videos were produced to showcase the project. An **e-shape introductory video** and dedicated videos on Showcases Disasters, Energy and Health were produced on the occasion of GEO WEEK 2019 in Australia. This promotional material is available through the **project's YouTube channel**.

Webinars

The main goal of Webinars is to promote the results of the Work packages, Showcases and pilots, primarily to the public sector, private sector and users. In the first 24 months of the project, e-shape organized webinars in collaboration with NextGEOSS project. During Sprint 2 7 e-shape Webinars [1 per SC] will be organized in collaboration with Work Packages and Pilots. WP6 and SC leaders will propose the thematic areas of each of the webinars and the production of each webinar will last one (1) month.

Indicatively:

https://e-shape.eu/index.php/news-events/save-the-date-18th-october-15-00-cest-for-a-joint-e-shape-nextgeoss-webinar

https://e-shape.eu/index.php/news-events/don-t-miss-our-free-webinar-first-snapshot-of-the-european-infrastructures-and-platforms-for-eurogeo

Social media

Over and above other traditional media (website, etc), Social Media constitute a powerful mean for the real-time, continuous engagement of the various stakeholders following the progress of the project.

Twitter is the primary social medium which used to promote all website content, newsletters, deliverables, meetings, workshops, events and interactions with stakeholders. Social media action plan usually distributes to the partners and the communicators before a major event, announcements etc., in order to maximize the impact of the activity.

Social networks aim to increase users' interest & promote engagement. The objectives of these social media channels are to grow e-shape's recognition & to encourage users to have interactions with the consortium. The use of social media tools significantly spread knowledge about EU initiatives for EU and Non – EU countries. These tools are important to use as they broadcast messages to wider public getting direct feedback from the audience.

During the reporting period of the project 263 tweets were posted and the project's account in Twitter attracted 678 followers (e-shape Tweets earned 531K impressions over this period), 164 news were posted in Facebook and gained 215 followers while 621 followers joined LinkedIn. A sample of communication action via social media is available in ***Annex II***.

Image 11 e-shape facebook post on 26/3/2021

HELP DESK

Apart from classical communication and dissemination activities, a dedicated e-shape Help Desk (D6.4) facilitated and enhanced the communications with users and with stakeholders interested in the project. Help Desk, today more than ever, plays a pivotal role in creating new opportunity and delivering competitive advantage to users. The two main roles of the Help Desk are: first of all, to be the primary point of contact for all internal and/or external visitors and secondly ensure that all end-users have been fully informed and understood e-shape's areas of expertise, the available services and how these services are to be requested and utilized, as well as what the project is all about.

See D6.6 "Midterm report on Help Desk" for more information.

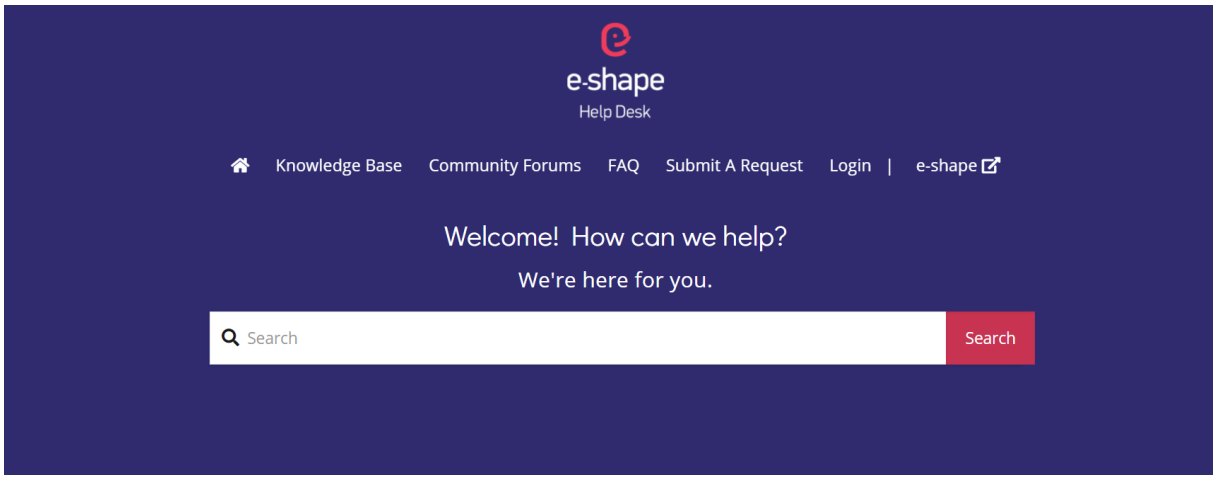

Image 12 e-shape Help Desk screenshot

MID-TERM DISSEMINATION PLAN

In order to ensure that the various outputs of the e-shape project are appropriately disseminated amongst the interested stakeholders, the dissemination team had defined a number of dissemination actions which is available in detail in D6.3. The main objectives of the dissemination plan are to:

- 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;

Taking into consideration the project's Dissemination Strategy goals, the project during this first period had a greater response to Research, Institutional and Academic Community. An effort was also made to approach users and stakeholders outside the EO community.

The current chapter is based on partners' reports on their activities throughout the project's lifetime. Partners were asked to report on their dissemination activities and provide information regarding the impact, the audience and the promotion material used. Partner reports were collected through Confluence.

e-shape during the reporting period organized 2 project events: The kick off meeting, May 2019 in Cannes, France and the 1st Virtual General Assembly, 19-21/11/2020.

In terms of dissemination and outreach project consortium partners have attended 50 events workshops and published 19 scientific papers in journals and conferences.

Through dissemination, target audiences became familiar with project activities and its results. e-shape took 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).
In that regard, the project has defined a number of medium objectives for the period M20-M36 which is summarised below:

- 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.

7.1 Implemented activities

The e-shape dissemination action plan (D6.3) was built on the following four (4) main pillars (Organisation of Dedicated Workshops / consultation & training events, Participation in dedicated conferences/workshops, Synergies with other H2020 projects-initiatives and Publications)

1. **Organisation of Dedicated Workshops / consultation & training events:**
   - ✓ KoM 2019 | Cannes
   - ✓ GEO Week 2019 - Exhibition | Australia
   - ✓ **1st e-shape General Assembly 2020 (Virtual event)**

2. **Participation in dedicated conferences/workshops:**

   Due to the evolution of the pandemic, most of the workshops were held virtually. However, the feedback from the e-shape partners was enlightening since it concerns market related events, outside the EO community.

   Based on partners' monthly reports on their activities throughout the project's lifetime in Confluence, below you will find indicative dissemination actions.

   More specifically, according to WP4 & WP5 feedback, EARSC and Eurisy organised 4 workshops for the e-shape pilots. Notably:

   UN/Austria Symposium: "Space Applications for Sustainable Development Goal 13: Climate Action" The symposium aimed to showcase concrete climate action cases through demonstrations of applications using space solutions. Users of space applications presented lessons learnt and experts discussed the role of space applications in climate-related policies. In this setting, presentations about the e-shape project, the point of view of the industry and of the user-centric approach were introduced. e-shape was also represented by a pilot from the Disaster showcase who presented its pilot. The audience, formed by the wider space community of diplomatic, statisticians, private sector and academia, provided a stimulating interaction and involvement with the e-shape pilot.

   Smart Farming Conference: The workshop focused on digital technology and data-driven innovations in agriculture. A dedicated session was organised on the contribution of satellite data and solutions to a more efficient and sustainable agri-food sector. The scene was set by introductory presentations about the e-shape project, the point of view of the industry and of the user-centric approach. This workshop aimed at promoting the uptake of the shape pilots' solutions from the Agriculture and Disasters showcases as well as support their engagement with potential users interested either in getting involved in the co-design activity and

providing useful feedback on their specific needs, so to expand their network and market diversification.

The questions received after the e-shape presentations at the online "Smart Farming Conference 2020" raised the audience's great interest especially for the co-design process. Certain individuals reached out for further information to understand more things about the AI pipelines of S1P2, but also understand the exploitation process of our services within the context of e-shape. However, it was noticed that there was limited time devoted to directly interact with the audience.

e-shape SCO webinar: the webinar aimed at identifying the challenges, benefits and building connections among the e-shape communities of users and the Space Climate Observatory (SCO) within the greater ecosystem of earth observation, contributing to GEO social benefit areas and expanding the EuroGEO community. The e-shape project was introduced by EARSC WP4 Coordinator, and the e-shape pilots presented their services to the Space Climate Observatory made of start-ups, scientists, end users, and space agencies. This webinar proved to be a rich encounter for the e-shape communities to interact with two the pilots shall contribute with layers of data and expertise to the SCO ecosystem, expanding their community of users.

Space for cities: from innovation to operation. A talk about concrete uses of satellite data and services to support cities' resilience and sustainability: This workshop presented and discussed solutions to use satellite data and signals, which can make a real difference for public managers willing to increase cities' sustainability and resilience to climate change and critical events. The e-shape pilots presented their services from Disasters, Energy and Health Showcase, interacting with representatives from cities authorities, SMEs, service providers. These stakeholders with an interest in satellite-based solutions expressed their view on the relevance of the services presented with regards to their need and to identify the barriers to the operational use of such services in cities. These exchanges with the pilots were relevant to inject in the co-design activity for the pilots.

In this case of the online workshop, a talk about concrete uses of satellite data and services to support cities' resilience and sustainability" received an overall positive feedback by the pilots. Despite the many successful examples of use of satellite-based services at the regional and local levels, and despite the fact that the programmes were implemented at local and European scales to make available funds and to develop services that are increasingly sophisticated, satellite-based services are still considered as "innovation" rather than "practice".

Through these workshops the pilots have interacted with key user communities and expanded them accordingly to the three sprint challenges based on the e-shape specific objectives selected at the beginning of the project. See the indicative list.

Table 5 indicative list with the conferences and workshops

Category	**Events**
Organisation of	KoM

Dedicated Workshops / consultation & training events	GEO Week 2019 –Exhibition 1st e-shape General Assembly (Virtual event)
Participation in dedicated conferences/workshops	**50 events** Minamata Convention COP3 FAO - GLOSOLAN | 3rd meeting of the Global soil laboratory network InfoDay Space H2020, Phi week 2019 FOSS4G Bucharest 2019 OceanObs19 EXPANDEO 2019: Local & Regional Authorities Workshop ESA Living Planet Symposium EuroGEO Workshop GEO WEEK 2019 Tenth meeting of the UNEP Global Mercury Partnership Advisory Group Linking Earth Observation data and Sustainable Development across the Atlantic Workshop Remote Sensing course at CIHEAM AGU, Fall meeting 2019/2020 EuroGEO Webinars GISTAM 2020: 6th International Conference on Geographical Information Systems Theory, Applications and Management EARSeL Joint Workshop 2020: Earth Observation for sustainable cities and communities 8th Solar Training for professionals 8th EU-Japan Workshop on Climate Change Research GEO Data and Knowledge Week 2020 ISPRS 2020 Bon in the Cloud GEO BON Open Science Conference and All Hands Meeting Copernicus Relay and Academy monthly teleconference Online Smart Farming Conference ESA Phi-week 2020

	EGU General Assembly 2020 OGC Members Meeting (reviously OGC TC) Elter Mercury Meeting SatCen internal dissemination ESA Phi-week 2020 Telecon for the update of the Kerkini Lake Management Authority about the first results produced by CERTH for the monitoring of the lake. Wind Energy Hamburg 2020 9th Solar Training for professionals 2021 ESA-Eurisy The Challenges of the Blue World Webinar Series 2021 PARSEC accelerator 2021 Water Market Europe 2021 EARSel 2021 IEA Tas-16: Solar Resource for High Penetration and Large Scale Applications 2021 CAMS online user workshop in Norway 2021
Synergies with other H2020 projects	3 webinars with NEXTGEOSS
Upcoming events	IGARSS 2021 EGU General Assembly 2021 EuroGEO Workshop 2021 GEO WEEK 2021 Wind Energy Science Conference 2021 European Maritime Day ExpandEO

An indicative list of Dissemination Monthly reports is available in Annex IV

3. Synergies with other H2020 projects-initiatives:

In the spirit of synergy, e-shape partners organized/participated in conferences and webinars (virtual) collaboration with other organizations/projects. Notably:

- **Virtual workshop for "Early Warning for Epidemics"** as a continuation of the first webinars hosted on June 9th & 14th 2020.

https://e-shape.eu/index.php/news-events/eurogeo-action-group-eo-for-epidemics-of-vector-borne-diseases-delivers

NOA/BEYOND is coordinating the EuroGEO Action Group "Earth Observation for Epidemics of Vector-borne Diseases" which is linked to the GEO 2017-2019 Work Programme.

This action group pursues to collaborate with the e-shape project and specifically with Showcase 6 [Disasters] and HSAQ Pilot which aims to enhance urban resilience through timely and informed decision-making with respect to air quality and its relevance to health and urban planning by creating a service combining EO platforms and air quality, health, socioeconomic and other data with an emphasis on co-designing a service with competent stakeholders and potential end-users.

- **e-shape at PARSEC's user & technology talks**

  https://e-shape.eu/index.php/news-events/e-shape-at-parsec-s-user-and-technology-talks

  The e-shape partner from Helmholtz-Centre for Environmental research presented the Showcase ecosystem at User and Technology Talks: ENVIRONMENT PARSEC ECOSYSTEM.

- Climate change impacts: Space innovation at the service of the citizen

  https://e-shape.eu/index.php/news-events/climate-change-impacts-space-innovation-at-the-service-of-the-citizen

  The first conference in the domain on Disasters & Climate - Showcase 6-7 took place in Athens-Greece, at 3rd March 2020, in collaboration with IFA (Institut français d'Athènes) and the Academy of Athens.

  A productive and promising meeting, in a joint effort, elevated a mutual beneficial collaboration, between Greece and France, in the domain of disasters Showcase 6.

4. Publications:

Scientific publications

1. Alagialoglou, I. Manakos, M. Heurich, J.Červenka, A. Delopoulos, Canopy Height Estimation from Spaceborne Imagery Using Convolutional Encoder-Decoder, 21 January 2021, Springer, Cham. **https://link.springer.com/chapter/10.1007/978-3-030-67835-7_26#citeas**
2. V. Tomaselli, G. Veronico, M. Adamo, Monitoring and Recording Changes in Natural Landscapes: A Case Study from Two Coastal Wetlands in SE Italy, Land, 2021, 10, 50. **https://doi.org/10.3390/land10010050**

3. Tarantino, L. Forte, P. Blonda, S. Vicario, V. Tomaselli, C. Beierkuhnlein, M. Adamo, Intra-Annual Sentinel-2 Time-Series Supporting Grassland Habitat Discrimination, Remote Sensing, Special Issue Remote Sensing for Habitat Mapping, 2021, 13, 277. **https://doi.org/10.3390/rs13020277**

4. M. Morganti, J. G. Cecere, S. Quilici, C. Tarantino, P. Blonda, M. Griggio, R. Ambrosini, and D. Rubolini, Assessing the relative importance of managed crops and semi-natural grasslands as foraging habitats for breeding lesser kestrels Falco naumanniin southeastern Italy, Wildlife Biology, 2021. **https://doi.org/10.2981/wlb.00800**

5. F.M. Rana, M. Adamo, Multi-Scale LG-Mod Analysis for a more Reliable SAR Sea Surface Wind Directions Retrieval, Remote Sensing 2021, 13, 410. **https://doi.org/10.3390/rs13030410**

6. Kampouri, V. Amiridis, S. Solomos, A. Gialitaki, E. Marinou, C. Spyrou, A. K. Georgoulias, D. Akritidis, N. Papagiannopoulos, L. Mona, S. Scollo, M. Tsichla, I. Tsikoudi, I. Pytharoulis, T. Karacostas, P. Zanis, Investigation of Volcanic Emissions in the Mediterranean: "The Etna–Antikythera Connection", Atmosphere 2021, 12, 40. **https://www.mdpi.com/2073-4433/12/1/40**

7. P. Kosmopoulos, D. Kouroutsidis, K. Papachristopoulou, P. Ioannis Raptis, A. Masoom , Yves-Marie Saint-Drenan, P. Blanc, C. Kontoes, S. Kazadzis, Short-Term Forecasting of Large-Scale Clouds Impact on Downwelling Surface Solar Irradiation, Energies 2020, 13, 6555. **https://www.mdpi.com/1996-1073/13/24/6555**

8. S. Scollo, A. Boselli, S.Corradini, G. Leto, L. Guerrieri, L. Merucci, M. Prestifilippo, R. Zanmar Sanchez, A. Sannino, D. Stelitano, Multi-Sensor Analysis of a Weak and Long-Lasting Volcanic Plume Emission, Remote Sensing 2020, 12, 3866. **https://www.mdpi.com/2072-4292/12/23/3866**

9. N. Papagiannopoulos, G. D'Amico, A. Gialitaki, N.Ajtai, L. Alados-Arboledas, A. Amodeo, V. Amiridis, H. Baars, D. Balis, I. Binietoglou, A. Comerón, D. Dionisi, A. Falconieri, P.Fréville, A. Kampouri, I. Mattis, Z. Mijić, F.Molero, A. Papayannis, G. Pappalardo, A. Rodríguez-Gómez, S. Solomos, L. Mona, An EARLINET early warning system for atmospheric aerosol aviation hazards, Atmos. Chem. Phys., 20, 10775–10789, 2020. **https://acp.copernicus.org/articles/20/10775/2020/acp-20-10775-2020.html**

10. Baneschi, A. Dere, E. Aronson, R. Balint, S. Billings, S. Giamberini, M. Magnani, P. Mosca, M. Pennisi, A. Provenzale, B. Raco, P. L. Sullivan, T. White, The Nivolet CZ Ecosystem Observatory reveals rapid soil development in recently deglaciated alpine environments: Biotic weathering is the likely culprit. **https://meetingorganizer.copernicus.org/EGU2020/EGU2020-16387.html**

11. M. Magnani, I. Baneschi, M. Giamberini, B. Raco, P. Mosca, A. Provenzale, Drivers of carbon fluxes in high-altitude Alpine Critical Zone: a data-based model, EGU General Assembly 2020. **https://meetingorganizer.copernicus.org/EGU2020/EGU2020-3919.html**

12. S.Corradini, L.Guerrieri, D.Stelitano, G.Salerno, S.Scollo, L.Merucci, M.Prestifilippo, M.Musacchio, M.Silvestri, V.Lombardo, T.Caltabiano, Near Real-Time Monitoring of the Christmas 2018 Etna Eruption Using SEVIRI and Products Validation.Remote Sensing, 2020, 12, 1336. **https://www.mdpi.com/2072-4292/12/8/1336**

13. F. De Simone, F.D'Amore, F. Marasco, F. Carbone, M. Bencardino, I.M. Hedgecock, S. Cinnirella, F. Sprovieri, N. Pirrone, A Chemical Transport Model Emulator for the Interactive Evaluation of Mercury Emission Reduction Scenarios. Atmosphere 2020, 11, 878. **https://www.mdpi.com/2073-4433/11/8/878**

14. A.Masoom, P. Kosmopoulos, Y. Kashyap, S. Kumar, A. Bansal, Rooftop Photovoltaic Energy Production Management in India Using Earth-Observation Data and Modeling Techniques. Remote Sensing 2020, 12, 1921. **https://www.mdpi.com/2072-4292/12/12/1921**

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17. M. Adamo, V.Tomaselli, C.Tarantino, S.Vicario, G.Veronico, R.Lucas, P.Blonda (2020). Knowledge-Based Classification of Grassland Ecosystem Based on Multi-Temporal WorldView-2 Data and FAO-LCCS Taxonomy. Remote Sensing, 2020,12,1447. **https://e-shape.eu/images/news-events/remotesensing-12-01447.pdf**

18. J.L.Musuuza, D.Gustafsson, R.Pimentel, L Crochemore, I. Pechlivanidis. Impact of Satellite and in Situ Data Assimilation on Hydrological Predictions. Remote Sensing, 2020, 12, 811. **https://e-shape.eu/images/remotesensing-12-00811-v2.pdf**

19. Masoom, P. Kosmopoulos, A. Bansal, S. Kazadzis, Solar Energy Estimations in India Using Remote Sensing Technologies and Validation with Sun Photometers in Urban Areas. Remote Sensing, 2020,12, 254. **https://www.mdpi.com/2072-4292/12/2/254**

Publications in magazines-blogs

- eLTER Newsletter:

  https://e-shape.eu/index.php/news-events/e-shape-synergies-our-contribution-to-elter

- Vito website: https://blog.vito.be/remotesensing/e-shape
- GEO Blog - Tracking Mercury to save lives:

  https://e-shape.eu/index.php/news-events/tracking-mercury-to-save-lives-article-in-geo-blog
- ECOTEC Magazine - Smart solutions for solar energy planning and management from space:

  https://e-shape.eu/index.php/news-events/smart-solutions-for-solar-energy-planning-and-management-from-space
- Science Impact Magazine - e-shape project features at Science Impact Magazine!

  https://e-shape.eu/index.php/news-events/e-shape-project-features-at-scientific-impact-magazine
- Innovation News Network Magazine #Issue 3 - e-shape: bridging Earth observation communities to change lives: https://e-shape.eu/index.php/news-events/e-shape-bridging-earth-observation-communities-to-change-lives
- Eurisy Newsletter:

  https://mailchi.mp/eurisy/newsletter93-satellite-applications-in-a-digital-era?e=6e683201da
- CORDIS Results Pack:

  https://e-shape.eu/index.php/news-events/e-shape-one-of-the-nine-eu-funded-environmental-observations-projects
- e-shape service promoted in a Greek magazine about agriculture

  https://www.ypaithros.gr/synergasia-as-orxomenou-ethniko-asteroskopeio-athinon-kalliergeia-bambakiou/

EVALUATION

In order to present the impact of the e-shape communication, dissemination strategy and actions, the criteria of D6.1 on evaluation progress were used.

In the first 24 months of the project WP6:

- Developed a coherent strategy and action plan for communication- Deliverable D6.1, M3 (July 2020)
- Developed a coherent strategy and action plan for dissemination- Deliverable D6.3, M3 (July 2020)
- Developed a coherent strategy for Help Desk- Deliverable D6.4, M3 (July 2020)
- Designed a website in order to promote the objectives and disseminate information, raise awareness of the project's goals, activities and foreseen actions, allowing the different types of users to navigate smoothly and accurately across the various sections, sticking with the following principles: Simplicity, Visual Hierarchy, Navigability, Consistency, Accessibility, User satisfaction. The website was initially launched earlier than the foreseen delivery date (month 3).
- Created a set of high-impact, targeted promotional and communication materials (e.g. brochure, leaflet, website, newsletter) - Deliverable D6.2, M3 & Deliverable D6.1, M3 (July 2020).
- Developed an internal-external strategic dissemination and communication plan by raising awareness, aiming to present ourselves better and build brand recognition in times to come.
- Introduced e-shape to create clear picture of our vision and mission that identifies the core focus of our project (EuroGEO Initiative, European Space Policy, Copernicus and GEO philosophy).
- Carried out a series of communication actions making full use of the resources at the disposal of the consortium. Targeted interactions, fit-for-purpose communication practices and visually powerful media are the main tools for our communication strategy (e.g. social media, brochures, videos, YouTube, etc.).
- Support the sustainability and the upscaling of the pilots through dedicated communication, dissemination actions. Build and maintain a strong network effect between partners and external stakeholders
- Help Desk, as an innovative set of outreach activity, is used for raising awareness in order to facilitate and enhance the communication with users and with stakeholders interested in the project. Collaboration with WP4-WP5 for the onboarding action – campaign.
- Synergies & Networking with other H2020 projects and associate partners to maximize the impact of the project.
- Organised a dedicated communication session, during the e-shape GA, in order to train pilots and identify existing possibilities on the outreach options available within

e-shape, highlighted the importance to focus more on market related actions and break out of the EO club.

As WP6, we faced difficulties in raising feedback regarding the communication and dissemination actions since partners showed lack of involvement in these activities. In order to keep partners in track and develop an effective communication, WP6 adopted a persistent approach that included: sending numerous reminders through e-mail and active follow-ups (sometimes via dedicated phone calls directly to the pilots), setting deadlines for goals and improvising in view to inspire and motivate partners by accentuating the advantages of communicating their work and results for instance, we organized at the GA a dedicated communication session for pilots, with expert speakers in the domain of interest. The following table summarises WP6 KPIs. 70% of our overall annual KPIs have met their target. In the course of time and as the impact of the e-shape project maximizes and activities develop, more targets will be achieved. In blue the strongest KPIs are highlighted. Our weakest KPI rates will be amplified through Challenge 14 during Sprint 2 with the mandatory involvement of the pilots in the communication activities.

Table 6 WP6 KPI's

e-shape's Objectives	**e-shape's Target Outcome**	**e-shape's Key Performance Indicators (KPIs)**	**e-shape's Target values**	**Values as of 7 April 2021**
O5 (updated)	Increase awareness of scientific results	No. of articles in scientific journals and conferences	> 20	19
		No. of webinars	7	3 - new actions will be announced
		No. of participations in scientific conferences and workshops	> 20	50
	Target a wide range of audiences using tailored communication tools	Unique website visitors at the end of the project	> 10000	**8.332 unique visitors**
		Printed brochures distributed to stakeholders	3.000	60
		No. of communication material (printed or digital) produced during the lifetime of the project	> 50	**Printed 8 / Digital 90 (onboarding=29)**
		Total No. of	> 100	approx 15

		downloaded communication materials		
		Subscribers to newsletter	50 per year	22
		Social media followers (Twitter, Facebook, LinkedIn) – 16/4/21	Double audience each y.	**FB 215** **Twitter 690** **LinkedIn 624**
		No. of articles in magazines and media	> 100	9
		No of video views in YouTube	> 1000	**1136 views of e-shape videos. (18 GA, 1 e-shape General, 4 pilots)**
	Establish and maintain helpdesk	No. of requests served by the Helpdesk	>100 1st y./ double every y.	60
		No. of stakeholders served	>50 per y.	21 private companies 7 RI/Universities, 2 Consultancy, 2 SME

THE WAY FORWARD

The elements of the strategic communication plan presented herein will be updated and enhanced as the activities of the project progress.

Our aim is to ensure the positive impact of e-shape dissemination activities, as it is formulated in the goals of the project.

Communication and dissemination activities will continue to be designed so as to ensure that each type of stakeholder is reached and provided with personalised and of direct use information and materials.

Reports on communication and dissemination activities, as well as more detailed presentation of the proceedings of conferences and workshops will continue to be provided regularly. In the meantime, all project partners will be asked to provide information to the WP6 on their activities so as to monitor and potentially boost communication output.

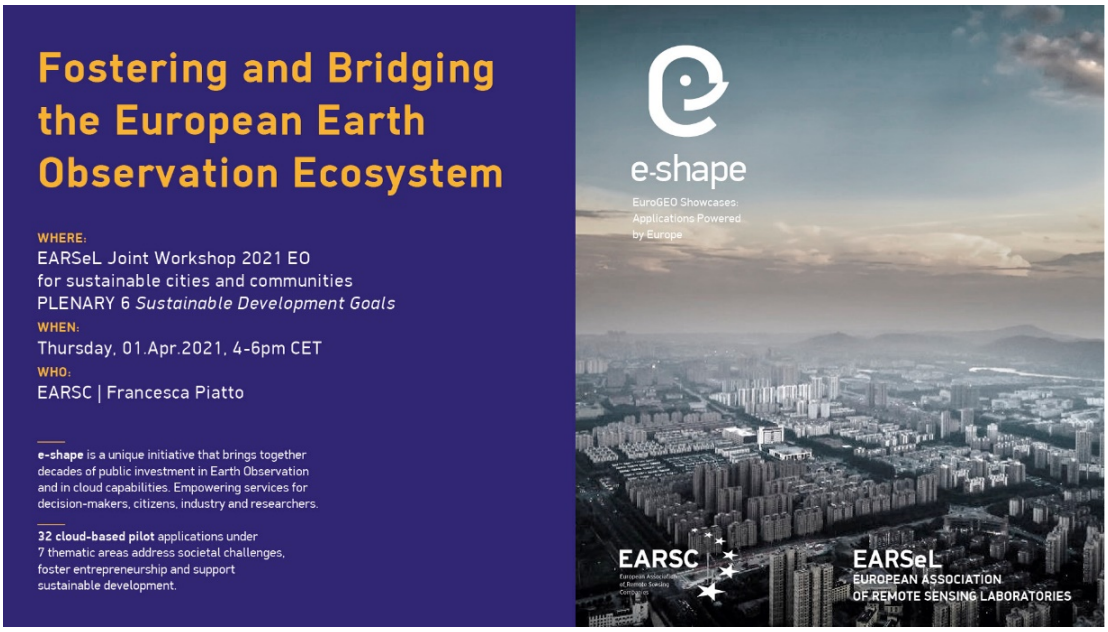
The main goals for the next period of the project is to:

1. Monitor Sprint 2, challenge #14.
2. Maintain continuous and direct interaction with WPs (WP4&WP5).
3. Promote further the Help Desk through the 2nd onboarding call process and continue attracting / engaging new users/ stakeholders to Help Desk platform in collaboration with pilots.
4. Organize 7 webinars per SC
5. Produce 1 video for all Showcases
6. Continue communicating success stories on a broader level.
7. Continue disseminate services, products and data through dedicated communication actions.
8. Continue to raise awareness through conferences/webinars.
9. Focus more on market related events instead of space related events in order to break out of the EO club and establish contacts with relevant users, stakeholders and market players and encourage partners to participate in external events beyond e-shape's EO network.
10. Motivate pilots to "build" their own brand identity, inside the consortium (i.e. e-shape health).
11. Update e-shape website as the project progresses and more activities kick off.

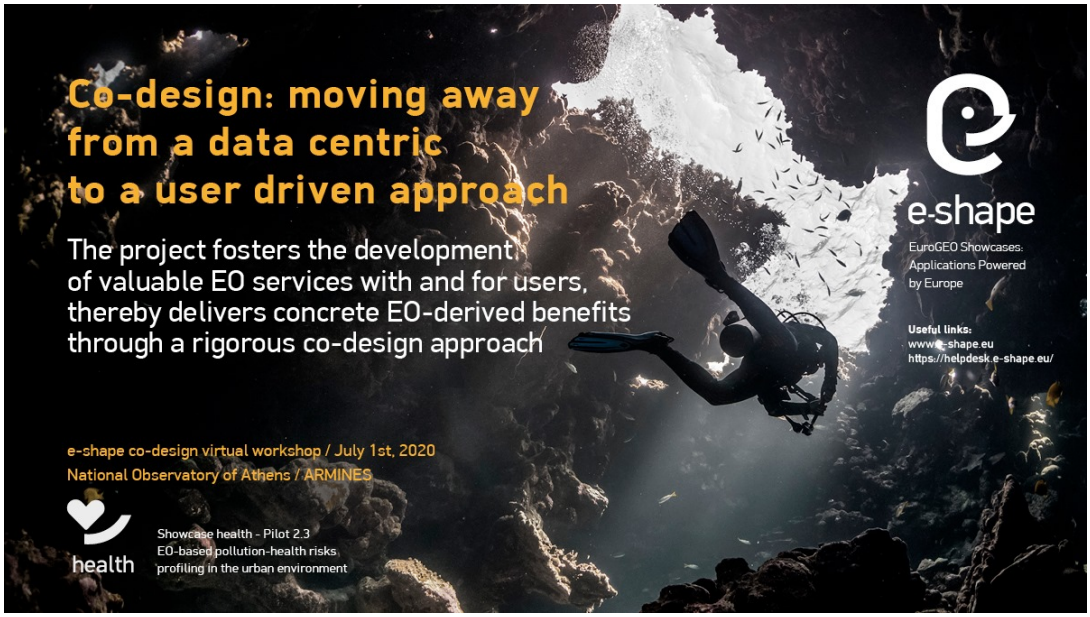
END OF DOCUMENT

ANNEX I: COMMUNICATION MATERIAL


Delve into
e-shape
showcases
e-shape is a unique project that brings together decades of public investment in Earth Observation and in cloud capabilities. Empowering services for decision-makers, citizens, industry and researchers.
27 cloud-based pilot applications under 7 thematic areas address societal challenges, foster entrepreneurship and support sustainable development.
The myEcosystem showcase
The Water Resources Management showcase
The Disasters Resilience showcase
The Climate showcase
The Food Security & Sustainable Agriculture showcase
The Health Surveillance showcase
The Renewable Energy showcase
e-shape


Fostering and Bridging the European Earth Observation Ecosystem
WHERE:
EARSeL Joint Workshop 2021 EO for sustainable cities and communities
PLENARY 6 Sustainable Development Goals
WHEN:
Thursday, 01.Apr.2021, 4-6pm CET
WHO:
EARSC | Francesca Piatto
e-shape is a unique initiative that brings together decades of public investment in Earth Observation and in cloud capabilities. Empowering services for decision-makers, citizens, industry and researchers.
32 cloud-based pilot applications under 7 thematic areas address societal challenges, foster entrepreneurship and support sustainable development.
e-shape
EuroGEO Showcases: Applications Powered by Europe
EARSC
EARSeL
EUROPEAN ASSOCIATION OF REMOTE SENSING LABORATORIES


EARSC - Space Climate Observatory webinar
Earth Observation solutions contributing to EuroGEO: cross-benefits benefits e-shape and SCO communities
Webinar
14 OCT. 2020
13h30 – 15h00
Earth Observation in the 21st Century: the pulse of our planet from space
e-shape
EuroGEO Showcases: Applications Powered by Europe
www.e-shape.eu
EARSC
European Association of Remote Sensing Companies
SCO
SPACE CLIMATE OBSERVATORY
© ESA - NASA


Co-design: moving away from a data centric to a user driven approach
The project fosters the development of valuable EO services with and for users, thereby delivers concrete EO-derived benefits through a rigorous co-design approach
e-shape co-design virtual workshop / July 1st, 2020
National Observatory of Athens / ARMINES
health
Showcase health - Pilot 2.3
EO-based pollution-health risks profiling in the urban environment
e-shape
EuroGEO Showcases: Applications Powered by Europe
Useful links:
www.e-shape.eu
https://helpdesk.e-shape.eu/


LIVE ONLINE
Smart Farming Conference
9 October 2020
10:00 - 14:30 CEST
Meet our e-shape experts!
Nikos S. Bartsotas, NOA
Vassilis Sitokonstantinou, NOA
Transforming Agriculture
Satellite data for the agriculture market
e-shape
EuroGEO Showcases: Applications Powered by Europe
www.e-shape.eu
SMART FARMING CONFERENCE


LIVE ONLINE
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Francesca Piatto, EARSC
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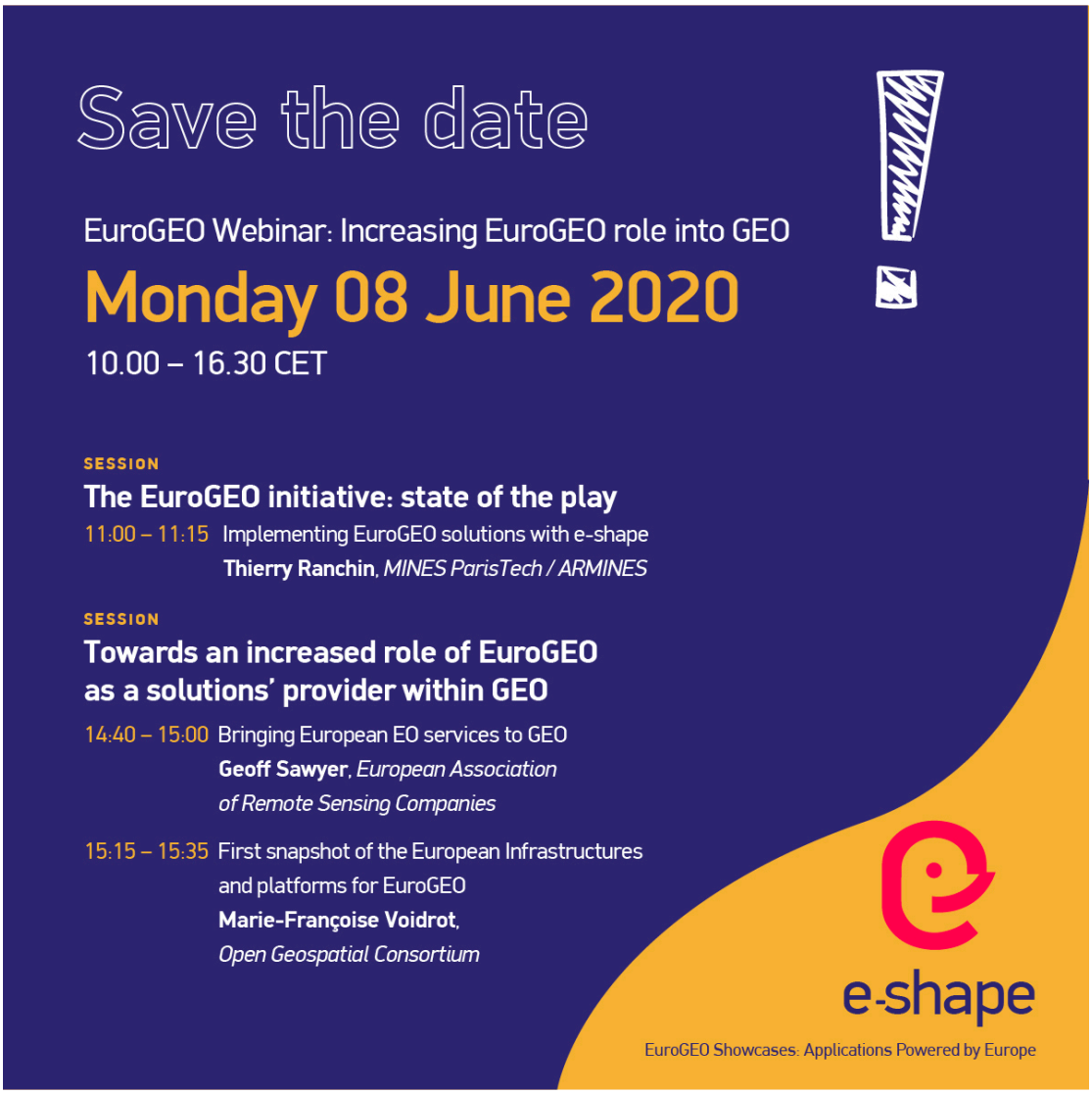
SMART FARMING CONFERENCE


Save the date
EuroGEO Webinar: Increasing EuroGEO role into GEO
Monday 08 June 2020
10.00 – 16.30 CET
SESSION
The EuroGEO initiative: state of the play
11:00 – 11:15 Implementing EuroGEO solutions with e-shape
Thierry Ranchin, MINES ParisTech / ARMINES
SESSION
Towards an increased role of EuroGEO as a solutions' provider within GEO
14:40 – 15:00 Bringing European EO services to GEO
Geoff Sawyer, European Association of Remote Sensing Companies
15:15 – 15:35 First snapshot of the European Infrastructures and platforms for EuroGEO
Marie-Françoise Voidrot, Open Geospatial Consortium
e-shape
EuroGEO Showcases: Applications Powered by Europe


Save the date
18th October 15:00 CEST
Join e-shape - NextGEOSS webinar
on Standards compliance:
Benefits, Tools and Return on Experience
NEXTGEOSS
European Data Hub and Platform

Project Management Team
of e-shape, Armines

Thierry Ranchin

Nicolas Fichaux

Lionel Menard

Mathieu Reboul

e-shape Communication Team
National Observatory of Athens

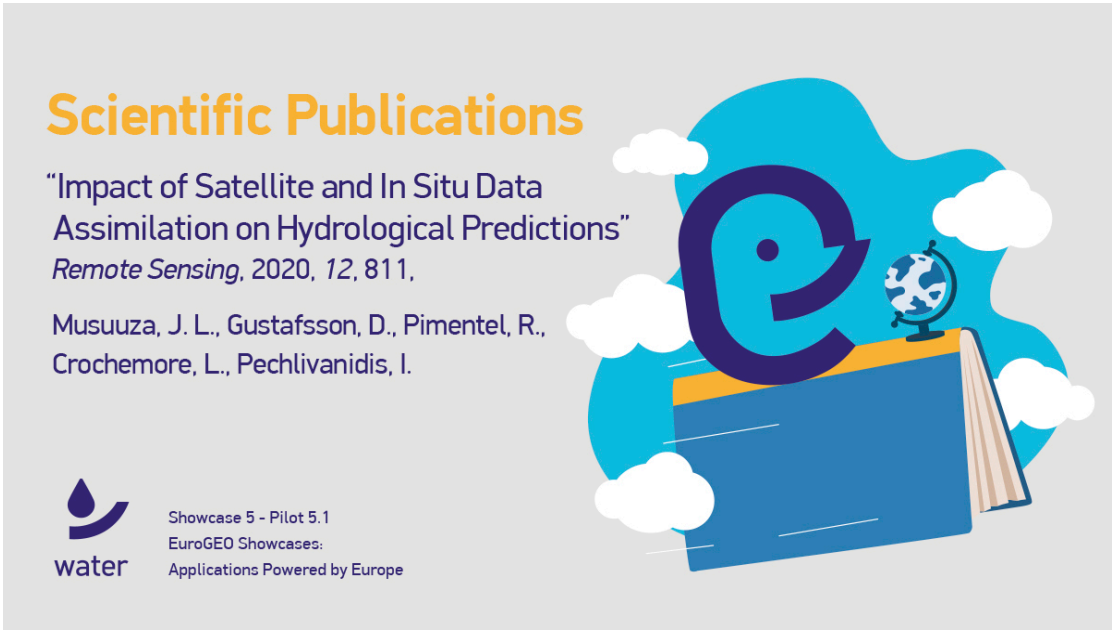
Eleni Christia

Mirka Rossi


Delve into
the benefits
of e-shape
5 Reasons
Why...
e-shape is important
for You and Your Organization
1. e-shape works with and for users to develop Earth Observation services.
2. e-shape coordinates multiple actors and activities to bring Copernicus and GEO closer together for the benefit of users.
3. e-shape introduces a full suite of support services to foster the sustainability of Earth Observation services.
4. e-shape is an open and inclusive community the onboarding process will allow additional advanced activities to become part of what we do.
5. e-shape is the European project bringing together key actors to ensure the biggest impact of EuroGEO initiative.
Standing close to our Users!
Visit e-shape Help Desk and get your Best Solutions!
click on
https://helpdesk.e-shape.eu/


e-shape
Help Desk
going live
EuroGEO Showcases:Applications Powered by Europe


e-shape
EuroGEO Showcases:
Applications Powered
by Europe
→
Our commitment
to sustainability
and upscaling
Market insights
to boost the
sustainability
of your business
https://sustainability.e-shape.eu/


Scientific Publications
"Impact of Satellite and In Situ Data
Assimilation on Hydrological Predictions"
Remote Sensing, 2020, 12, 811,
Musuuza, J. L., Gustafsson, D., Pimentel, R.,
Crochemore, L., Pechlivanidis, I.
water
Showcase 5 - Pilot 5.1
EuroGEO Showcases:
Applications Powered by Europe


The nextSENSE
groundbreaking
web service is here
http://solea.gr/solar-energy-management/
Showcase 3- Pilot 3.1
renewable
energy
CONTACT
https://helpdesk.e-shape.eu/
The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820852
e-shape
EuroGEO Showcases:
Applications Powered by Europe
www.e-shape.eu


Harvester Seasons -
Climate Service
http://harvesterseasons.com/
Showcase 7- Climate
climate
CONTACT
https://helpdesk.e-shape.eu/
The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820852
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EuroGEO Showcases:
Applications Powered by Europe
www.e-shape.eu


e-shape
e-shape
e-shape
who we are and
what we do defines
our IDentity
ID Card
Pilot 1.2 EU-CAP Support
Showcase 1 - Agriculture
EuroGEO Showcases: Applications Powered by Europe
www.e-shape.eu


HAPPY
50TH BIRTHDAY
EARTH DAY
e-shape
agriculture
health
renewable energy
ecosystem
water
disasters
climate
EuroGEO Showcases:
Applications Powered by Europe


EO for Volcanic Ash
e-shape
EuroGEO Showcases: Applications Powered by Europe
10 years from the Eyjafjallajökull eruption
The Eyjafjallajökull eruption in 2010 showed the potentiality of EOs in providing useful information to different actors of air traffic regulations but also showed the missing of a coordinated approach and clear dataflow from the observational platforms and the final users. The demonstration exercise in EUNADICS in 2019 underlined that the integration of ground based and satellite observations and their use into the transport models would have a big impact in reducing the number of cancelled flights when collected information is made available to ATMs.
The collection in a unique place of all tailored and relevant EO observations is considered also valuable from VAAC ((Volcanic Ash Advisory Centrers) service as tool for them for issuing the Volcanic Ash Advisories.
Delve into our services and contact e-shape Help Desk for more information
https://helpdesk.e-shape.eu/
Useful links:
e-shape project www.e-shape.eu
Pilot 6.1 https://e-shape.eu/index.php/showcases/pilot6-1-eo4d-ash-eo-data-for-detection-discrimination-distribution-4d-of-volcanic-ash
disasters


GEOGLAM
e-shape
EuroGEO Showcases: Applications Powered by Europe
The GEOGLAM success story
A GEOGLAM success story; the GEOGLAM Crop monitor for the Agricultural Market information system (AMIS) and the Crop Monitor for Early Warning. GEOGLAM provide a framework that strengthens the international community's capacity to produce and disseminate relevant, timely and accurate forecasts of agricultural production at national, regional and global scales. These forecast are based Earth Observations (EO) including satellite and ground-based observations. Since their start, the Crop Monitors for AMIS and Early Warning have evolved tremendously. Especially through their collaborative set-up, bringing experts from all over the world together at a monthly basis, they become an internationally recognized source of information.
As example, in Uganda, the Ministries were able to act proactively based on the information on crop failure which were provided by the crop monitor, and by doing so saved 2.6M USD. However it is recognized that the information can be even more detailed. This is where the EAV's come in play. More, accurate and timely data on crop status, improving crop calendars at a global scale will refine even more the information we can provide to ministries, industry and farmers, further increasing the impact of the provided information.
Delve into our services and contact e-shape Help Desk for more information
https://helpdesk.e-shape.eu/
Useful links:
e-shape project www.e-shape.eu
Pilot 1.1 https://e-shape.eu/index.php/showcases/pilot1-1-geoglam
agriculture


nextSENSE
e-shape
EuroGEO Showcases:
Applications Powered
by Europe
EO for Solar Energy Exploitation
Application of the e-shape's nextSENSE pilot into southern Asia
The strength of EO data focusing on solar energy potential are setting up a variety of promising services that are able to support the efficient exploitation of the sun's power. The e-shape's nextSENSE pilot after its success in Europe and North Africa by providing useful data to the electricity handling entities and solar plants production control, now was applied to southern Asia and modified to the local EO data (e.g. INSAT3D) and atmospheric conditions (e.g. monsoon).
The use of EO for solar power monitoring and forecasting will boost the regional market uptake on renewables highlighting the value of the modern tools capabilities and skills into energy planning and management.
Delve into our services and contact e-shape Help Desk for more information
https://helpdesk.e-shape.eu/
Useful links:
e-shape project www.e-shape.eu
Pilot 3.1 https://e-shape.eu/index.php/showcases/pilot3-1-nextsense-solar-energy-nowcasting-and-short-term-forecasting-system
renewable
energy


Improved historical
water information
services
e-shape
EuroGEO Showcases:
Applications Powered
by Europe
SMHI
EO-tailored water information services
Upscaling water services from national to global scales
We are continuing to work on improving the main infrastructures which are: 1) existing setups of the HYPE hydrological model for different areas of interest, and 2) corresponding operational applications for historical and near-realtime analyses.
In a Swedish investigation (Musuuza et al., 2020 doi: 10.3390/RS12050811), we already demonstrated how an improved water resources information service can be built combining relevant EO and in-situ data and the HYPE hydrological model. As an innovative feature, the service will be based on the conditioning of the hydrological model against EOs, and hence point towards the model's structural inadequacies for improvement and development. Consequently, this results into a trustworthy "right for the right reasons" model, whose results can be directly useful to the users. Moreover the hydro-climatic historical daily data delivery service can provide long historical records of 30+ years, which are specifically crucial for regions experiencing lack of data availability.
Delve into our services and contact e-shape Help Desk for more information
https://helpdesk.e-shape.eu/
Useful links:
e-shape project www.e-shape.eu
Pilot 5.1 https://e-shape.eu/index.php/showcases/pilot5-1-improved-historical-water-availability-quality-information-service
water

e-shape
EuroGEO Showcases: Applications Powered by Europe

The new issue of e-shape newsletter is corresponding to the first anniversary of our project, and we are very happy and proud to share with our community some of our latest news.

In May 2019, the e-shape partners had the chance to gather during our Kick-off meeting, sharing our time, exchanging ideas, creating the momentum that highlighted the year that has just passed. Since the beginning of the project, a lot of actions were set in motion with and outside the project. The COVID-19 pandemic changed drastically our way of working and has shaken our certainties.

But, for sure, there is one thing that this crisis did not change, our commitment to the EuroGEO Regional initiative, to transform and to support the development of the Earth Observation (EO) industry in Europe.

In the current newsletter, we illustrate some of our recent advances, hoping that it will intrigue you to join us with your subscription.

e-shape creates opportunities to develop downstream services with and for public and private users, exploiting the richness and the amazing numbers of measurements and information collected through EO means.

By working with and for the EO community in Europe on a broader level, we seize the opportunity to share our experience and expertise but mainly, open our consortium to new partners through our on-boarding process (see the Call for EO-based products 2020 section) and welcome all new ideas for EO data exploitation.

Apply now at our Help Desk (https://helpdesk.e-shape.eu/)

The EuroGEO workshop that was scheduled to take place in France, at the beginning of June, was postponed due to the pandemic. On that occasion, the EuroGEO regional initiative launched its first webinar.

In order to gain insight into the e-shape contribution to EuroGEO implementation, how e-shape plans to bring European EO services to GEO and the first snapshot of the European Infrastructures and Platforms for EuroGEO, visit the recorded sessions of the webinar(https://ec.europa.eu/info/news/eurogeo-webinar-2020-discussed-future-initiative-and-its-benefits-europe-2020-jun-12_en).

We hope an opportunity arises in the near future that will allow us to explore possibilities of working with you and join forces.

Enjoy our 3rd issue of e-shape newsletter.

Professor Thierry Ranchin
ARMINES - MINES ParisTech
PSL University, Scientific coordinator of e-shape

ANNEX II: SOCIAL MEDIA

Twitter

Top Tweet earned 11K impressions

Deep dives with @eshape_eu at Scientific Impact Magazine @EUSciComm! Our e-shape article has been published!
At the link below you will read the full story "Shaping our understanding of planet Earth"
impact.pub/Impact2020-Nov…
pic.twitter.com/ZXBTRcCIRS

9 24

Top mention earned 108 engagements

Deep dives with @eshape_eu at Scientific Impact Magazine @EUSciComm! Our e-shape article has been published!
At the link below you will read the full story "Shaping our understanding of planet Earth"
impact.pub/Impact2020-Nov…
pic.twitter.com/ZXBTRcCIRS

9 24

Tweets 20	Tweet impressions 42K
Profile visits 767	Mentions 46
New followers 35	

Top Tweet earned 2,886 impressions

On the 20 of October @eshape_eu will announce the new pilots of the Call for EO-based products 2020. Stay tuned to discover which new solutions and partners will support the #EuroGEO initiative!

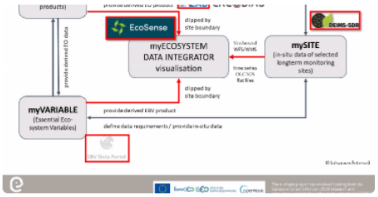
@earsc @EU_EASME @EU_ecoinno @EU_H2020 @GEOSEC2025 @_ARMINES_ #eshapeGeneralAssembly
pic.twitter.com/EZAvnksR8R

13 19

Top mention earned 94 engagements

Joan Masó Pau
@joanma747 · Oct 21

Having a central data integrator is good but having an architecture of @opengeospatial web services and APIs is even better. With standards new visualizations will naturally emerged by combining geospatial assets in new ways. @eshape_eu is stimulating the use of open standards.
pic.twitter.com/5uzizA9ynO



5 11

Tweets 32	Tweet impressions 36.6K
Profile visits 668	Mentions 135
New followers 38	

Top Tweet earned 2,722 impressions

If you want to know about the next step in agriculture, take part in the #SmartFarmingCon. If you want to know how the satellite data could bring benefit to agriculture market...Register and meet our @eshape_eu experts!
smartfarmingconference.com/program/
@jakajima @earsc @Eurisy1 @VITO_RS_ pic.twitter.com/hfR3Hk8lrW

7 17

View Tweet activity

View all Tweet activity

Top mention earned 63 engagements

If you want to know about the next step in agriculture and how the satellite data could bring benefit to agriculture market, take part in the #SmartFarmingCon. Register smartfarmingconference.com/program/ and meet our @eshape_eu experts! @earsc & @Eurisy1 are hosting the session!
pic.twitter.com/NdjTonxVlh

10 20

View Tweet activity

View all Tweet activity

Tweets 14	Tweet impressions 23K
Profile visits 355	Mentions 52
New followers 23	

Top Tweet earned 3,957 impressions

You have less than a month to apply for "Call for EO-based products 2020" and be part of @eshape_eu #EuroGEO community. Summer 🏖️ vibe mood is officially onboard but so is our e-shape support! For any question contact us any time helpdesk.e-shape.eu ➡️ e-shape.eu/index.php/on-b… pic.twitter.com/ouzUZsPTgI

15 20

View Tweet activity View all Tweet activity

Top mention earned 134 engagements

You have less than a month to apply for "Call for EO-based products 2020" and be part of @eshape_eu #EuroGEO community. Summer 🏖️ vibe mood is officially onboard but so is our e-shape support! For any question contact us any time helpdesk.e-shape.eu ➡️ e-shape.eu/index.php/on-b… pic.twitter.com/ouzUZsPTgI

15 20

View Tweet activity View all Tweet activity

Tweets 11

Tweet impressions 16.8K

Profile visits 186

Mentions 23

New followers 22

Top Tweet earned 4,153 impressions

APPLY NOW! The onboarding call just launched!!
8th June to 4th September.
Find all the related info at e-shape.eu/index.php/on-b…
Contact us for further assistance at helpdesk.e-shape.eu
pic.twitter.com/wsYaWnoOLT

16 26

View Tweet activity

View all Tweet activity

Top mention earned 111 engagements

NextGEOSS
@NextGEOSS · Jun 21

Europe has an ecosystem of platforms where you can develop applications and new data based on Earth observations. Which one is the best fit for you? Learn from @eshape_eu & our @twitt_mfv @EmmmanuelPajot & @HerveCaumont Join us Mon 22/6 1PM CEST
nextgeoss.eu/nextgeoss-webi…
pic.twitter.com/LdqJRug7CI

Tweets
24

Tweet impressions
38.5K

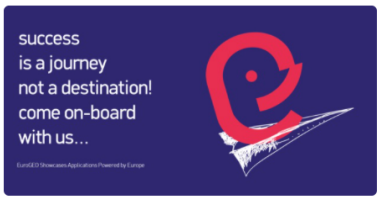
Profile visits
589

Mentions
50

New followers
37

Top Tweet earned 1,574 impressions

Check out our news & events at e-shape.eu/images/newslet…
We are out there and we want to meet you! If you want to collaborate with us, visit our Help Desk at helpdesk.e-shape.eu
pic.twitter.com/d4jTVHL7mM



6 13

View Tweet activity

View all Tweet activity

Top mention earned 62 engagements

EARSC
@earsc · 11 Feb 2020

🆕Article ➡EuroGEO Showcases: Applications powered by Europe, @eshape_eu fostering and bridging the European #EarthObservation ecosystem:
earsc.org/news/eurogeo-s…
pic.twitter.com/mh9dmyQHf0

1 5 16

Tweets
4

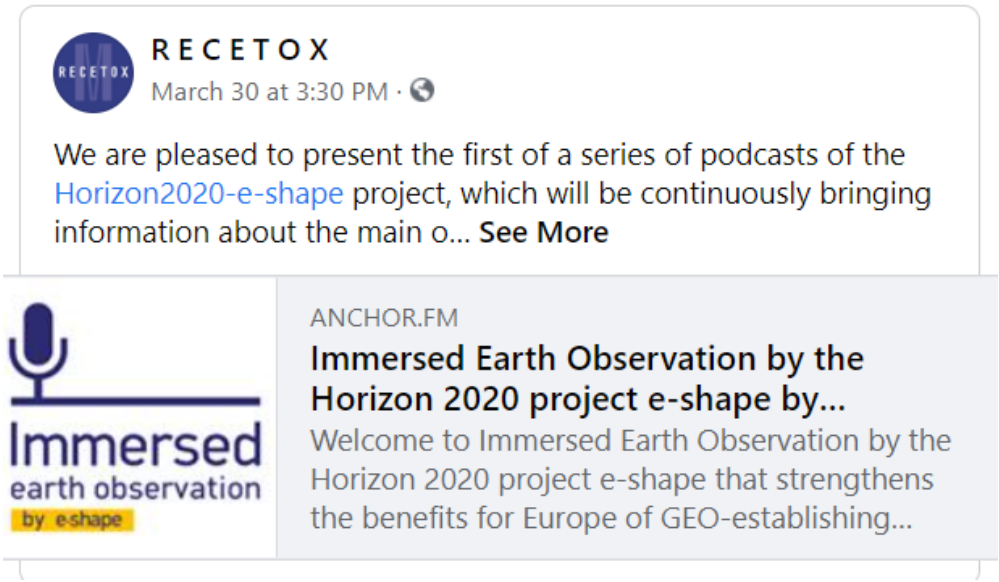
Tweet impressions
7,515

Profile visits
111

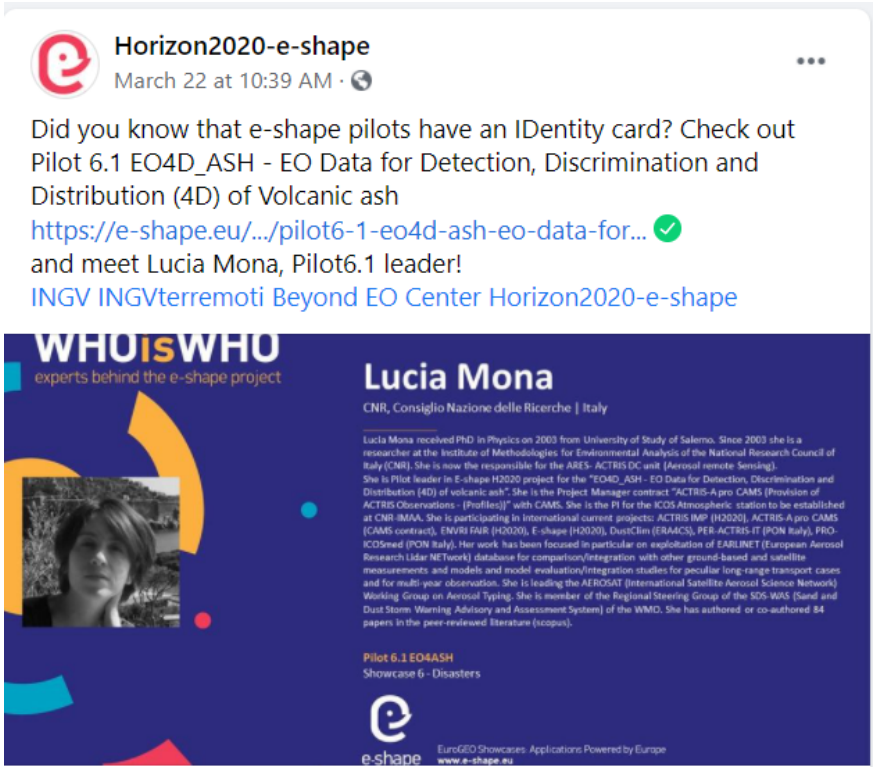
Mentions
20

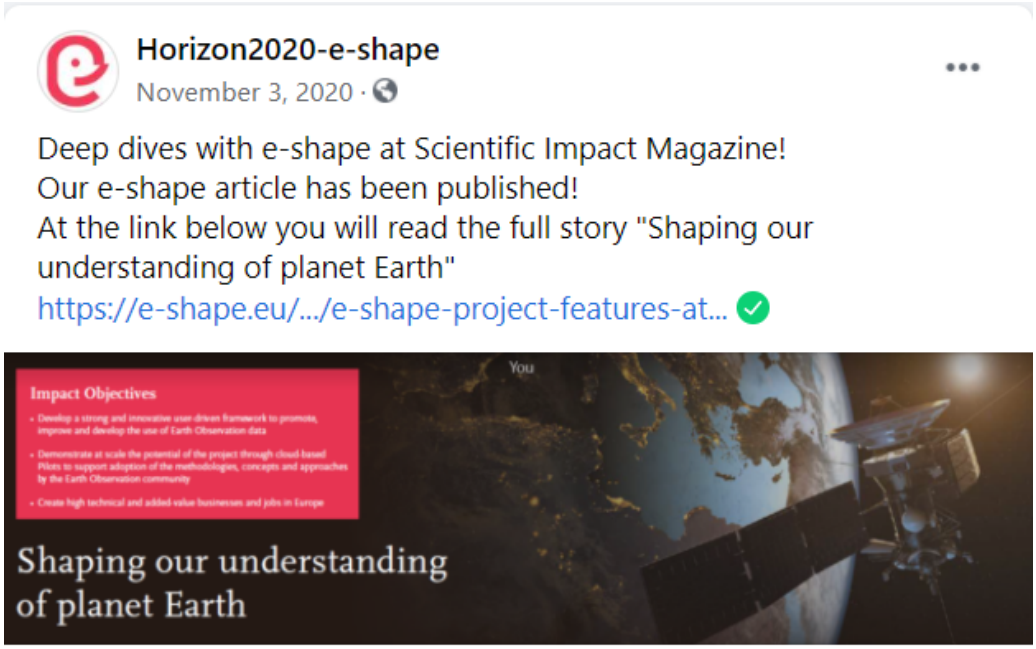
New followers
18

Facebook


RECETOX
March 30 at 3:30 PM ·
We are pleased to present the first of a series of podcasts of the Horizon2020-e-shape project, which will be continuously bringing information about the main o... See More
Immersed
earth observation
by e-shape
ANCHOR.FM
Immersed Earth Observation by the Horizon 2020 project e-shape by...
Welcome to Immersed Earth Observation by the Horizon 2020 project e-shape that strengthens the benefits for Europe of GEO-establishing...


Horizon2020-e-shape
March 26 at 2:58 PM ·
Our Horizon2020-e-shape partner EARSC will participate in the EARSeL Joint Workshop 2021 EO for sustainable cities and communities | PLENARY 6: Sustainable Development Goals [4-6 pm CET]. Fracesca Piatto will present how e-shape is "Fostering and bridging the European Earth Observation Ecosystem" at the joint virtual workshop.
Find out more at
https://e-shape.eu/.../earsel-joint-workshop-2021-eo-for...
Fostering and Bridging the European Earth Observation Ecosystem
WHERE:
EARSeL Joint Workshop 2021 EO
for sustainable cities and communities
PLENARY 6 Sustainable Development Goals
WHEN:
Thursday, 01 Apr 2021, 4-6pm CET
WHO:
EARSC | Francesca Piatto
e-shape is a unique initiative that brings together decades of public investment in Earth Observation and in cloud capabilities. Empowering services for decision-makers, citizens, industry and researchers.
32 cloud-based pilot applications under 7 thematic areas address societal challenges, foster entrepreneurship and support sustainable development
e-shape
EARSC
EARSeL
EUROPEAN ASSOCIATION OF REMOTE SENSING LABORATORIES


Horizon2020-e-shape
March 22 at 10:39 AM ·
Did you know that e-shape pilots have an IDentity card? Check out Pilot 6.1 EO4D_ASH - EO Data for Detection, Discrimination and Distribution (4D) of Volcanic ash
https://e-shape.eu/.../pilot6-1-eo4d-ash-eo-data-for...
and meet Lucia Mona, Pilot6.1 leader!
INGV INGVterremoti Beyond EO Center Horizon2020-e-shape
WHOisWHO
experts behind the e-shape project
Lucia Mona
CNR, Consiglio Nazione delle Ricerche | Italy
Pilot 6.1 EO4ASH
Showcase 6 - Disasters
e-shape
EuroGEO Showcases Applications Powered by Europe
www.e-shape.eu


Horizon2020-e-shape
November 3, 2020 ·
Deep dives with e-shape at Scientific Impact Magazine!
Our e-shape article has been published!
At the link below you will read the full story "Shaping our understanding of planet Earth"
https://e-shape.eu/.../e-shape-project-features-at...
Impact Objectives
Shaping our understanding of planet Earth

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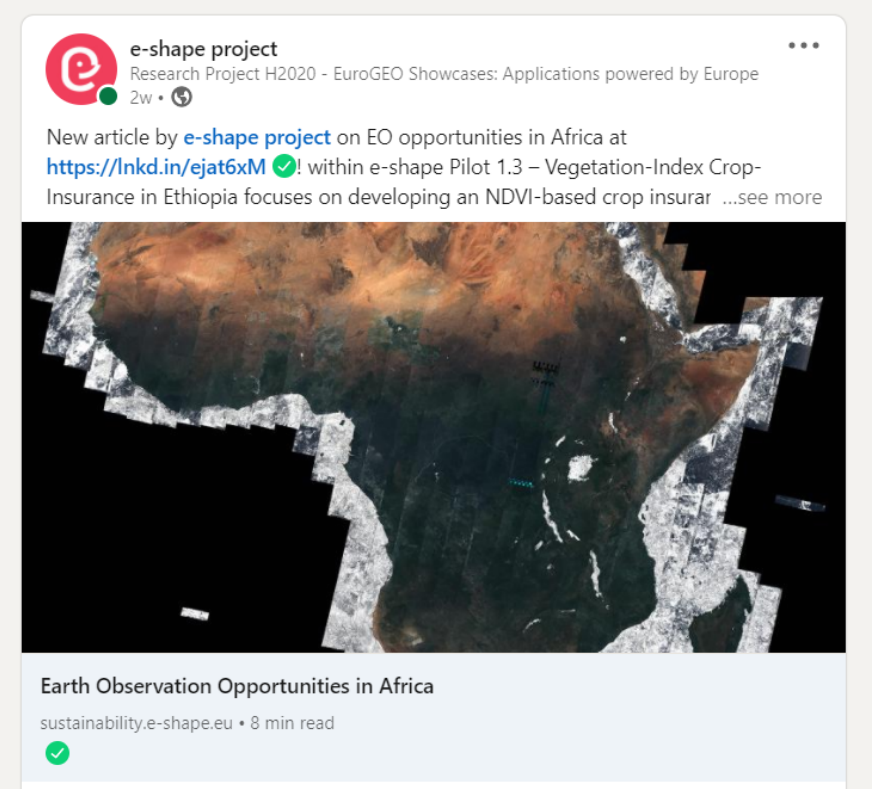
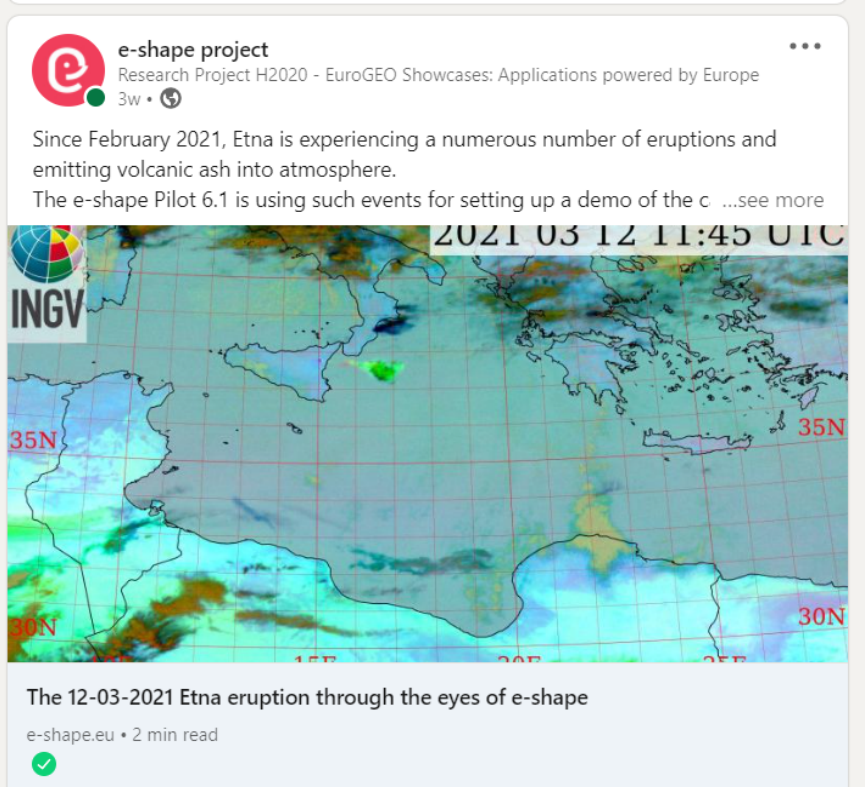

e-shape project
Research Project H2020 - EuroGEO Showcases: Applications powered by Europe
2w •
New article by e-shape project on EO opportunities in Africa at https://lnkd.in/ejat6xM ! within e-shape Pilot 1.3 – Vegetation-Index Crop-Insurance in Ethiopia focuses on developing an NDVI-based crop insurar ...see more
Earth Observation Opportunities in Africa
sustainability.e-shape.eu • 8 min read


e-shape project
Research Project H2020 - EuroGEO Showcases: Applications powered by Europe
3w •
Since February 2021, Etna is experiencing a numerous number of eruptions and emitting volcanic ash into atmosphere.
The e-shape Pilot 6.1 is using such events for setting up a demo of the c ...see more
INGV
35N
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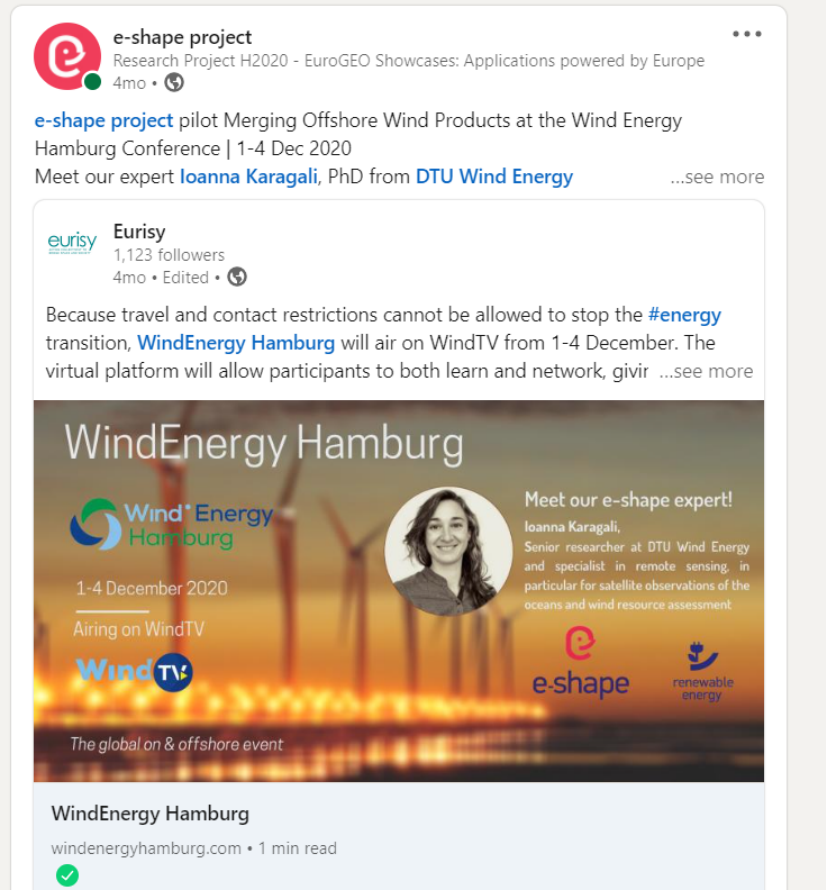
The 12-03-2021 Etna eruption through the eyes of e-shape
e-shape.eu • 2 min read


e-shape project
Research Project H2020 - EuroGEO Showcases: Applications powered by Europe
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e-shape project pilot Merging Offshore Wind Products at the Wind Energy Hamburg Conference | 1-4 Dec 2020
Meet our expert Ioanna Karagali, PhD from DTU Wind Energy
...see more
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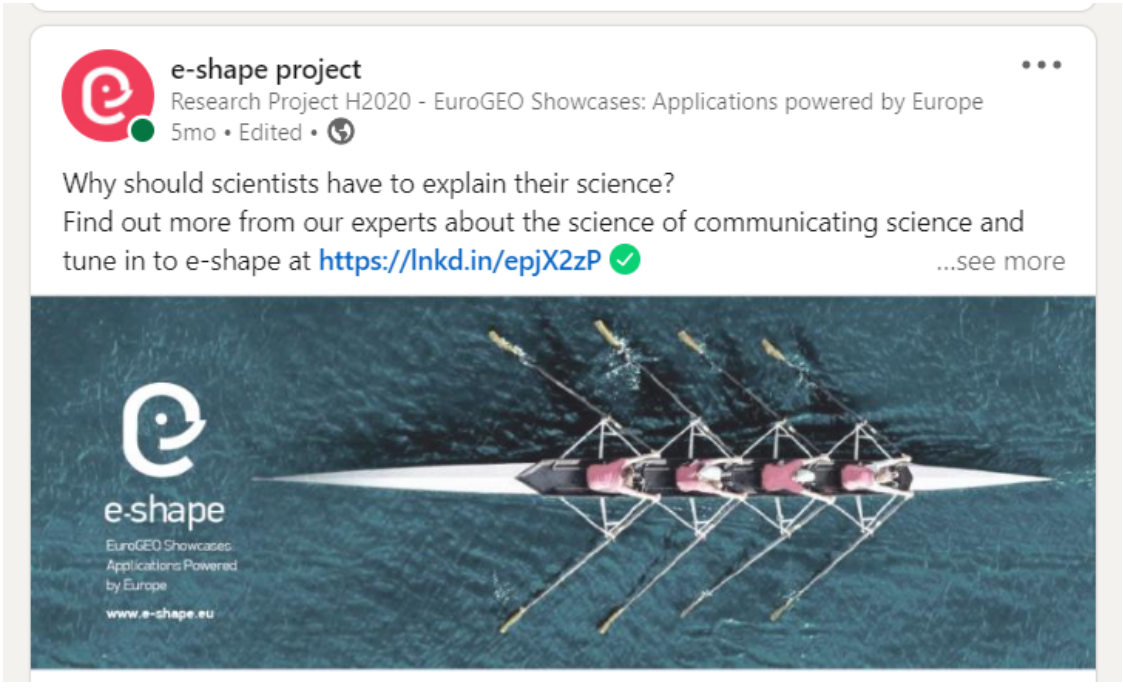
Because travel and contact restrictions cannot be allowed to stop the #energy transition, WindEnergy Hamburg will air on WindTV from 1-4 December. The virtual platform will allow participants to both learn and network, givir ...see more
WindEnergy Hamburg
Wind Energy Hamburg
1-4 December 2020
Airing on WindTV
WindTV
Meet our e-shape expert!
Ioanna Karagali,
Senior researcher at DTU Wind Energy and specialist in remote sensing, in particular for satellite observations of the oceans and wind resource assessment
e-shape
renewable energy
The global on & offshore event
WindEnergy Hamburg
windenergyhamburg.com • 1 min read


e-shape project
Research Project H2020 - EuroGEO Showcases: Applications powered by Europe
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Why should scientists have to explain their science?
Find out more from our experts about the science of communicating science and tune in to e-shape at https://lnkd.in/epjX2zP
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ANNEX III : PILOT'S COMMUNICATION PLAN USE CASE

Pilot 2.1 “EO-based surveillance of mercury pollution“

Communication Action Plan

Gianluca Bevacqua & Sergio Cinnirella

Abstract

The main purpose of this document is to describe the Communication action plan of **Pilot 2.1**, highlighting the different communication target audiences and the tools and methodologies utilised towards their effective involvement in the project's activities.

Introduction

The Communication Strategy of **Pilot 2.1** is part of WP6 "Communication, Dissemination & Help desk", whose main objective is to ensure that the impact of the **e-shape** project will be maximized through an effective campaign of communication, dissemination and engagement activities. In order to strengthen the communication activities within **e-shape**, a dedicated communication action plan will be proposed by each pilot under the challenge #14 as part of Sprint 2. The duration of this action plan is a 7-month period (March 2021-October 2021)

Communication Action Plan (Pilot 2.1)

The main goal is to successfully communicate **P2.1** on its targeted audiences and to promote EuroGEO Initiative, European Space Policy, Copernicus and the GEO initiative beyond the space/ scientific community.

1. Identify your target groups and messages

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:

	Target Audiences	KEY MESSAGES
1	Scientific & academic community	Demonstrating the European capacity in EO data processing and evaluation for surveillance of mercury pollution. Highlighting the benefits of the link with the activity of two ERA-PLANET projects, namely iGOSP (www.igosp.eu) and iCUPE (www.atm.helsinki.fi/icupe/index.php) and how massive datasets can be translated into knowledge and actions. Showcasing new web services to report information about mercury concentrations globally and tools to assess the effectiveness evaluation of measures undertaken by nations to achieve the targets set by COP (Conference of Parties) of the Minamata Convention on mercury.
2	Industry & intermediary users	**P2.1** data will be catalogued in a framework linked to GEOSS. A Knowledge Hub will be developed to provide knowledge on mercury fate at global scale. Services provided by the Knowledge Hub will be catalogued and shared.
3	Decision-makers (space)	Providing evidence of the use of remote sensing to monitor mercury pollution and meet the needs of the end users at policy level. The overarching goal of GOS^{4}M is to promote actions aiming to provide comparable EO data sets including in-situ global monitoring mercury data as well as validated modelling frameworks that may allow policy

		makers and all interested parties to co-design policy scenarios for achieving the objectives of the MCM. All this federating existing in-situ regional and global monitoring networks.
4	End-users & Policy makers	Demonstrating the European contribution to GEOSS by showcasing the use of Copernicus datasets combined with GOS^{4}M in-situ datasets in running of models for assessing mercury depositions. A Knowledge Hub that will provide to final users and policy makers an effective user experience by means of a dashboard able to simulate different scenarios about mercury fate in a quick and interactive way.
5	Decision-makers (non-space)	**Pilot 2.1** will produce the (base)-indicators to support the monitoring of the progress in achieving the Minamata Convention targets. **Pilot 2.1** will demonstrate integration of satellite and in-situ dataset to support decision-making processes through user-friendly tools. It will highlight the lack of knowledge in mercury monitoring.
6	General public	Sharing knowledge and building awareness about: **e-shape** and its goals and results; mercury pollution data; the importance of EO data sets. To involve and inform a public with an interest in science (all ages) and foster the growth of a new generation of scientists (15-20 yo).

2. Communication & Dissemination Tools

Communication channel is a medium through which a message is transmitted to its intended audience, such as print media or broadcast (electronic) media. It essentially responds to the question “what is the best media for our message?”.

The table below provides an overview of the communication tools that will be utilised in the course of the project towards the engagement of different target groups.

Target									Purpose
Communication Tool	Commercial users	EO solution providers	Govermental - non Govermental 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

Following the above-mentioned table, **Pilot 2.1**. will use the following communication tools in order to promote our objective, services, results etc. to different target audiences.

- **Publications**

  CATEGORY: non-scientific

  3 posts on **https://www.reddit.com/r/science/**:

  1) April 2021: a general presentation of **e-shape** and its goals
  2) June 2021: a more in-depth discussion about **Pilot 2.1**
  3) October 2021: preliminary results and a discussion of the Knowledge Hub

  CATEGORY: scientific

  1 posts on **http://www.cnrm.it**:

  1) June 2021: a general presentation of **Pilot 2.1** goals

  We are also waiting for a response about their interest in publishing an article, a blog post etc. from a series of different scientific and non-scientific outlets, like a few top-notch University blogs (Columbia, Oxford etc.), a few well known YouTube channels (Veritasium, SciShow, It's ok to be smart, Physics Girl, etc.) and podcasts / blogs/magazines (WNYC's Science Friday, Naked Scientist, Shirtloads of Science, ScienceAlert, ABC Science Online, Earth University, UA Magazine, Focus, etc.).

- **Social Media**
  a) We will post once a month, from April to October 2021, sharing the advancements and presenting in each post a specific aspect of **Pilot 2.1**.
  b) We will release before October 2021 a short promotional video of **Pilot 2.1** activities & goals, to be published on **e-shape** official YouTube channel and on other social media channels

- **Help Desk**
  SHORT TERM ACTION (April – October 2021):
  An attempt to contact possible stakeholders (via phone calls and emails) will be made from May to October 2021 in order to illustrate the pilot, its usefulness, trying to bring at least one of them to the Help Desk:
    - Universities
    - Entrepreneurs from the private sector
    - Public Authorities (Regional / National Authorities, National Parks, Civil protection, etc.)

- **Success stories**
  LONGER TERM ACTIVITY (until end Sprint 2)
  a) We will release a short video highlighting the main successes of **Pilot 2.1**
  b) We will produce a flyer/brochure highlighting the main benefits of **Pilot 2.1** results

- **Webinars**
  a) We will take part in 1 webinar for **Pilot 2.1**
  b) We will organize, record and share a short webinar to involve stakeholders and bring them to the Help Desk

3. Evaluation

The main objective of WP6 Communication, Dissemination & Help Desk, is to ensure that the impact of the **e-shape** project will be maximized through an effective campaign of communication, dissemination and exploitation activities. 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 1st year/double every year
	No. of stakeholders served	> 50 per year

Pilot 2.1. will use the following KPIs in order to evaluate the pilot's dedicated communication plan.

Increase awareness	No. of articles in scientific journals and conferences	> 1
	No. of webinars	1
	No. of participations in conferences, workshops, etc	> 1
Target a wide range of audience	No. of posts	> 3
	No. of reposts	> 1
	No. of articles in magazines and blogs	> 3
Helpdesk	No. of stakeholders served by pilot	n.a.

For each dissemination action (participation in workshop, conference, webinar etc.) a dissemination report at bi-monthly basis will be conducted and provided to WP6 through Confluence.

ANNEX IV: DISSEMINATION REPORTS

TITLE OF ACTIVITY	ONLINE SMART FARMING CONFERENCE 2020	
DATE(S) & PLACE OF ACTIVITY	Online; 9 th of October	
TYPE OF ACTIVITY	e-shape side event / Video Conference	
OBJECTIVES OF ACTIVITY	To present e-shape project and showcase the first prototypes of S1P2 and S6P4	
DESCRIPTION OF ACTIVITY	The ONLINE SMART FARMING CONFERENCE was part of the Photonics Applications Week. The conference targeted scientists of the smart farming domain, from Earth Observation to modelling to agricultural science, as well as stakeholders and beneficiaries of the smart farming services	
AUDIENCE (number and profile)	35 participants: scientists and researchers from the domain of smart farming, farmer representatives, smart farming services providers, AI companies	**Key Stakeholders** farmer representatives, smart farming services providers
FEEDBACK & IMPACT	The questions received after the presentations, showed the great interest of the audience. The questions had to do with both the specific developments showcased and the e-shape paradigm and its co-design process. In the coming days of the presentation, certain individuals reached out for further information. A dedicated Skype call took place with a representative from Sumasource (AI company) to understand more things about the AI pipelines of S1P2, but also understand the exploitation process of our services within the context of e-shape.	
PROMOTION MATERIAL USED	Post in social media by e-shape	
RELATED LINKS	https://smartfarmingconference.com/presentations-online-smart-farming-conference-2020/	
CONTACT PERSON	Vassilis Sitokonstantinou – Nikos Mpartsotas	

TITLE OF ACTIVITY	Scientific presentations
DATE(S) & PLACE OF ACTIVITY	Online; 4-8 May 2020
TYPE OF ACTIVITY	Video Conference at EGU General Assembly 20202
OBJECTIVES OF ACTIVITY	2 scientific presentations about activities on a pilot site of My Ecosystem
DESCRIPTION OF ACTIVITY	Scientific presentations on in-situ investigations regarding CO2 carbon cycling in Alpine Grasslands. Such activities are complementary to the RS surveys of grassland primary productivity

AUDIENCE (number and profile)	About 50 Researchers in geosciences interested in Critical Zone observatories	**Key Stakeholders**
FEEDBACK & IMPACT	The presentations and the book of abstract will be online on the EGU website; EGU General Assemblyis a worldwide known conference in the field of geosciences	
RELATED LINKS	https://meetingorganizer.copernicus.org/EGU2020/EGU2020-3919.html https://meetingorganizer.copernicus.org/EGU2020/EGU2020-16387.html	
CONTACT PERSON	Mariasilvia Giamberini	

TITLE OF ACTIVITY	Smart Farming Conference during the Photonic Applications Week	
DATE(S) & PLACE OF ACTIVITY	09/October/2020 – Online event (Zoom platform)	
TYPE OF ACTIVITY	Online Conference	
OBJECTIVES OF ACTIVITY	The objective of the session was to present the solutions relevant for the sector and developed under the umbrella of the e-shape activities and to connect the pilots (S1P2 EU CAP Support; S6P4 ReSAgri - Resilient and Sustainable ecosystems including Agriculture and food) with potential users interested either in getting involved in the co-design or just to provide useful feedback on their specific needs.	
DESCRIPTION OF ACTIVITY	Eurisy and EARSC organized a dedicated session on the contribution of satellite data and solutions to a more efficient and sustainable agri-food sector. The entire session latest a total of 2h. Eurisy to set the scene presented "User-centric approach to facilitate a widespread uptake of satellite-based solutions for agri-food sector".	
AUDIENCE (number and profile)	About 30 participants	**Key Stakeholders** Farmers | Growers | Agricultural industry | Technology suppliers (corporate, start-up) | System integrators | Governmental bodies (Local, Regional, National) | Project developers | Finance / Consulting | Logistics suppliers | anyone interested in smart farming
FEEDBACK & IMPACT	The feedback received by the pilots was over all very positive. It was noticed a limited time to directly interact with the audience, typical limitation of online events. One of the pilots also highlighted the need to better know the actual affiliation of the audience in order to better	
PROMOTION MATERIAL USED	Abstract and presentation plus two pilots' plus one showcase presentations	
RELATED LINKS	All material available here: https://smartfarmingconference.com/presentations-online-smart-	

	farming-conference-2020/
CONTACT PERSON	Annalisa Donati: Annalisa.donati@eurisy.eu

TITLE OF ACTIVITY	Earth Observation solutions contributing to EuroGEO: cross-benefits benefits e-shape and SCO communities	
DATE(S) & PLACE OF ACTIVITY	14 October 2020 – Online event (Gotomeeting platform)	
TYPE OF ACTIVITY	Webinar	
OBJECTIVES OF ACTIVITY	The webinar, organised in cooperation with the Space Climate Observatory (SCO) aims at identifying the challenges, benefits and building connections among the e-shape communities of users and the Climate Space Observatory within the greater ecosystem of earth observation, contributing to GEO social benefit areas and expanding the EuroGEO community. Motivated respectively by the need to develop operational Earth observation services and by the need to combat climate change, the e-shape and SCO programme communities can benefit from working together.	
DESCRIPTION OF ACTIVITY	e-shape pilots S5P3, S6P3, S7P4 presented respectively their services: • Satellite Earth Observation-derived water bodies and floodwater record over Europe • Assessing Geo-hazard vulnerability of Cities and Critical Infrastructures • Harvester Seasons SCO presented its current projects: Littoscope and Flaude, and Frédéric Bretar, SCO project manager, introduced the SCO vision and the Calls for Proposals 2021. Francesca Piatto gave an overview of the e-shape project and moderated the event. The 1h30 event concluded with a Q&A and with an exchange between the e-shape and SCO referents about the future action to include e-shape pilots in the SCO labelling initiative.	
AUDIENCE	e-shape and SCO communities (space agencies, scientists, private users)	**Key Stakeholders**
FEEDBACK & IMPACT	Very positive. Pilots S5P3 and S7P4 are interested and evaluate a potential application to the SCO call for proposals and create synergies with SCO communities.	
PROMOTION MATERIAL USED	Agenda and presentation; promotion on e-shape, EARSC and SCO social media channels.	
RELATED LINKS	https://earsc.org/2020/10/07/webinar-earth-observation-solutions-	

	contributing-to-eurogeo-cross-benefits-benefits-e-shape-and-sco-communities/ https://www.spaceclimateobservatory.org/one-webinar-two-communities-e-shape-and-sco
CONTACT PERSON	Francesca Piatto Francesca.piatto@earsc.org

TITLE OF ACTIVITY	Space for cities: from innovation to operation. A talk about concrete uses of satellite data and services to support cities' resilience and sustainability	
DATE(S) & PLACE OF ACTIVITY	27/October/2020 – Online event (GoToWebonar platform) 14:00 - 18:00	
TYPE OF ACTIVITY	Online Conference	
OBJECTIVES OF ACTIVITY	• Presenting and discussing emerging satellite-based services that can help cities to improve their sustainability and resilience to climate change and critical events. • Generating dialogue among stakeholders on the usefulness of the services presented, their sustainability over time, and their adaptability to cities' needs and operations. • Identifying the barriers and showstoppers to the exploitation of satellite-based services in cities. • Stimulating connections and ideas to build upon the solutions presented and overcome the challenges identified.	
DESCRIPTION OF ACTIVITY	This workshop presented and discuss solutions to use satellite data and signals, which can make a real difference for public managers willing to increase cities' sustainability and resilience to climate change and critical events. The solutions presented have been recently developed to improve services that already existed or to respond to emerging city challenges, such as climate change and the critical events. Representatives from city authorities, SMEs, service providers and NGOs with an interest in satellite-based solutions for cities expressed their views on the relevance of the services presented with regard to their needs and to identify the barriers to the operational use of such services in cities.	
AUDIENCE (number and profile)	About 100 participants	**Key Stakeholders** Local administrations dealing with infrastructure management, energy, air monitoring and health. NGOs, associations, private companies and research centres providing smart management solutions in cities. Decision-makers and policy-makers at all levels. Interested organisations and individuals

FEEDBACK & IMPACT	The feedback received by the pilots was over all very positive. Despite the many successful examples of use of satellite-based services at the regional and local levels, and despite the programmes implemented at local and European scales to make available funds and to develop services that are increasingly sophisticated, satellite-based services are still considered as “innovation” rather than “practice”.
PROMOTION MATERIAL USED	Visuals and polls Speakers presentation and recordings
RELATED LINKS	All material available here: https://www.eurisy.eu/event/from-innovation-to-operation/about/
CONTACT PERSON	Annalisa Donati: Annalisa.donati@eurisy.eu

TITLE OF ACTIVITY	United Nations/Austria Symposium: "Space Applications for Sustainable Development Goal 13: Climate Action"	
DATE(S) & PLACE OF ACTIVITY	01 September 2020 – Online event (WebEx platform)	
TYPE OF ACTIVITY	Online Symposium of 3 days (1-3 September 2020).	
OBJECTIVES OF ACTIVITY	The event aims to showcase concrete climate action cases through demonstrations of applications using space solutions. Users of space applications present lessons learnt and experts discuss the role of space applications in climate-related policies.	
DESCRIPTION OF ACTIVITY	EARSC participated as speaker in the Panel 2: International cooperation and best practices for Climate Action, on September 3rd. Emmanuel Pajot, EARSC Secretary General, presented about Earth Observation solutions supporting climate policy making. In this presentation, he gave an overview of the e-shape project introducing the pilots of energy, climate and health showcases, that specifically deliver information targeting policy makers in EU coordinating bodies, networks, and associations, as well as national, regional & EU stakeholders. The 5-minutes presentation was followed by a panel discussion in which participated CNES and the World Bank, among others. The abstract and presentation are attached to this document.	
AUDIENCE	The wider space community, including the diplomatic community, statisticians, the private sector and academia, as well as UN entities	**Key Stakeholders** Public International/local sector, academia, R&D
FEEDBACK & IMPACT	Very positive. e-shape S6P3, **Assessing geo-hazard vulnerability of urban areas using satellite data** presented as well and was contacted from the British Project Meteor to know more about the pilot and inform about their project. Moreover, through this event, EARSC developed in October an e-shape	

	introductory webinar in cooperation with the Space Climate Observatory.
PROMOTION MATERIAL USED	Abstract and presentation; promotion on e-shape social media channels.
RELATED LINKS	Presentation available here: https://www.unoosa.org/oosa/en/ourwork/psa/schedule/2020/2020Graz.html
CONTACT PERSON	Francesca Piatto **Francesca.piatto@earsc.org**

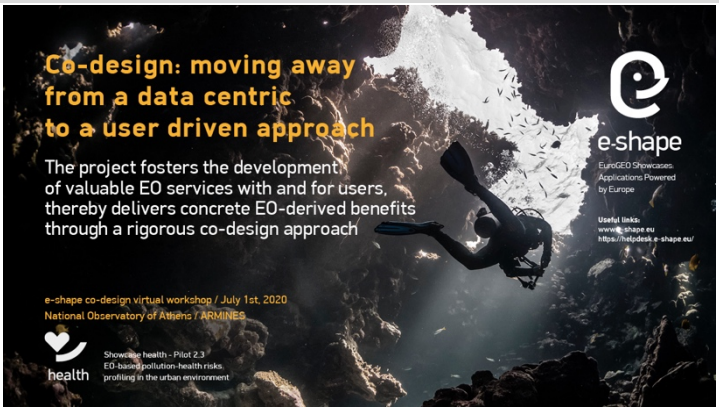
TITLE OF ACTIVITY	Space for cities: from innovation to operation. A talk about concrete uses of satellite data and services to support cities' resilience and sustainability	
DATE(S) & PLACE OF ACTIVITY	27/October/2020 – Online event (GoToWebonar platform) 14:00 - 18:00	
TYPE OF ACTIVITY	Online Conference	
OBJECTIVES OF ACTIVITY	• Presenting and discussing emerging satellite-based services that can help cities to improve their sustainability and resilience to climate change and critical events. • Generating dialogue among stakeholders on the usefulness of the services presented, their sustainability over time, and their adaptability to cities' needs and operations. • Identifying the barriers and showstoppers to the exploitation of satellite-based services in cities. • Stimulating connections and ideas to build upon the solutions presented and overcome the challenges identified.	
DESCRIPTION OF ACTIVITY	This workshop presented and discuss solutions to use satellite data and signals, which can make a real difference for public managers willing to increase cities' sustainability and resilience to climate change and critical events. The solutions presented have been recently developed to improve services that already existed or to respond to emerging city challenges, such as climate change and the critical events. Representatives from city authorities, SMEs, service providers and NGOs with an interest in satellite-based solutions for cities expressed their views on the relevance of the services presented with regard to their needs and to identify the barriers to the operational use of such services in cities.	
AUDIENCE (number and profile)	About 100 participants	**Key Stakeholders** Local administrations dealing with infrastructure management, energy, air monitoring and health. NGOs, associations, private companies and research centres providing smart management

		solutions in cities. Decision-makers and policy-makers at all levels. Interested organisations and individuals
FEEDBACK & IMPACT	The feedback received by the pilots was over all very positive. Despite the many successful examples of use of satellite-based services at the regional and local levels, and despite the programmes implemented at local and European scales to make available funds and to develop services that are increasingly sophisticated, satellite-based services are still considered as “innovation” rather than “practice”.	
PROMOTION MATERIAL USED	Visuals and polls Speakers presentation and recordings	
RELATED LINKS	All material available here: https://www.eurisy.eu/event/from-innovation-to-operation/about/	
CONTACT PERSON	Annalisa Donati: Annalisa.donati@eurisy.eu	

TITLE OF ACTIVITY	Online promotional activities	
DATE(S) & PLACE OF ACTIVITY	From January 2020 to date – social media and website	
TYPE OF ACTIVITY	Online promotional activities and newsletters	
OBJECTIVES OF ACTIVITY	To promote the activities performed by the project including the on-boarding activity and development of the pilots	
DESCRIPTION OF ACTIVITY	Since the beginning of the year Eurisy provided a dedicated section among the EU projects at e-shape including a direct link to the dedicated website. This supported by an average of 4 posts per week in the social media boosted the traffic of relevant stakeholder to the website. Interest in relevant professional communities have been raised through the promotion of the projects during Eurisy events such as the Cork Copernicus Hackathon with one of the winning teams participating to the on boarding. In addition e-shape and its specific activities have been promoted through the periodic newsletter reaching a basin of more than 6000 contacts across Europe and the globe.	
AUDIENCE (number and profile)	General public and professional communities	**Key Stakeholders** Public authorities (local, regional, national and international level) academia, innovative SMEs, professional associations
FEEDBACK & IMPACT	Several requests for interest redirected to the e-shape help desk	
PROMOTION	post in social media, post in website, newsletter, presentation	

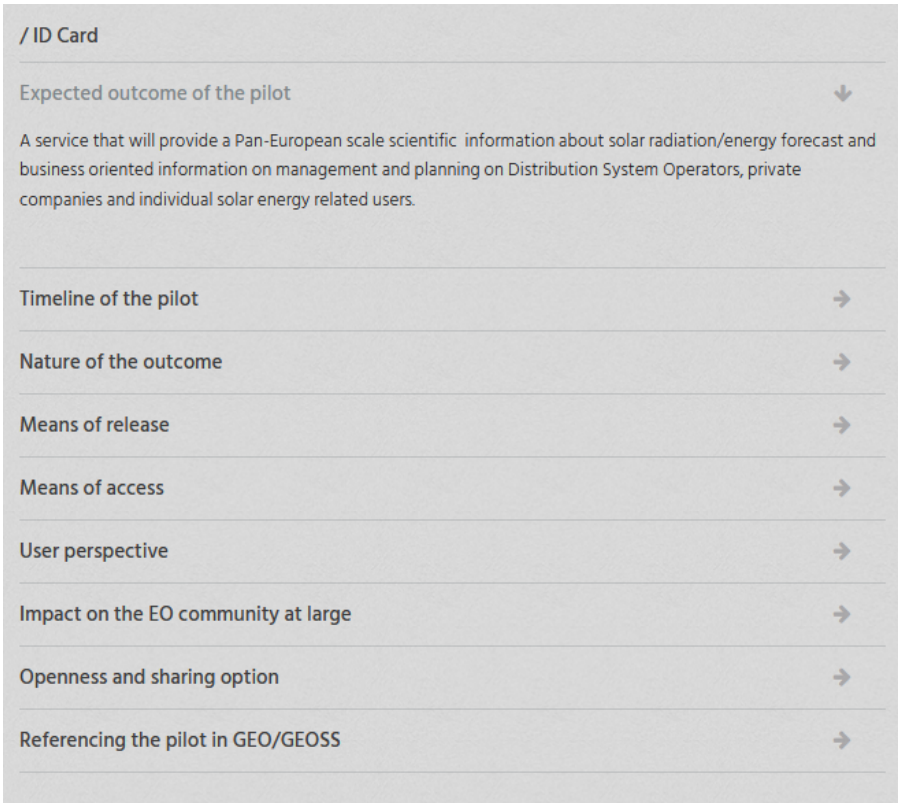
MATERIAL USED	
RELATED LINKS	eurisy.eu/projects/e-shape https://www.facebook.com/eurisy1 @Eurisy1 linkedin.com/company/eurisy
CONTACT PERSON	Annalisa.donati@eurisy.eu

TITLE OF ACTIVITY	Health Surveillance Air Quality Pilot's Remote Athens Co-design Workshop	
DATE(S) & PLACE OF ACTIVITY	01 – July – 2020 / Remote Workshop via Teleconference	
TYPE OF ACTIVITY	Workshop	
OBJECTIVES OF ACTIVITY	Introducing the e-shape project and specific Pilot service to Athens users for the purpose of initiating co-design and interaction with users. Assessing and enhancing the list of requirements of the Piot's service for the different potential users related to the Athens case. Institute a relationship between NOA and each user, which will necessitate subsequent, and a more formalized relationship (i.e. MoU), meetings to concretize the collaboration and ensure co-design in the Pilot's development.	
DESCRIPTION OF ACTIVITY	The co-design workshop briefly introduced the e-shape project, the co-design process & initial diagnosis of needs for the Athens portion of the pilot, along with a presentation on progress and ideas related to the building of the Global and Athens portion of the Pilot's service. Questions were laid out for the users beforehand to allow for the exchange of knowledge relating to users current operations, how they could utilise the service, how the service could support their workflows, if the service could help develop future operations, and any issues, drawbacks, constraints to using the future service. After presentations from each user, the focus was on enriching the list of requirements from users relating to the service and user involvement. Here, we further elaborated on synergies that should be exploited (and that could be grounding for long-term collaboration), technical aspects of the service which could be of use, specific types of datasets which may be shared or could be identified to improve usefulness of the service. Focus was on identifying the specific interests of each user in terms of Service data, presentation, and outputs of the future service for the Athens case. While many unknowns still exist, the participants were earnest to continue to meet and co-design this service, and discussed short and long term synergies.	
AUDIENCE (number and profile)	22 participants, including representatives from the Pilot lead organization (NOA), WP2 (MINES ParisTech – PSL University), & potential end-	**Key Stakeholders** Greek National Public Health Organization, Region of Attica, Municipality of Athens (Public sector

	users/co-designers of the Pilot's service in Athens	(different scales from local to regional to national)), PANACEA (research), & Sustainable City Network (association), etc.
FEEDBACK & IMPACT	The feedback from participants was positive and engagement was high. We expect for following meetings individually with users, as well as with clusters of users with aligned interests, shortly in the future to continue the development of the service. Additionally, we expect to formalize some of these working relationships with the most involved of users. The workshop gave a direct view of the Athens case of Pilot 3 for WP2 to better enable the guidance and effort related to co-design. It also clarified existing needs and focuses of Athens users for NOA to guide the Pilot service's development in a direction more likely to produce an effective and useful product. The next step is to materialize milestones, actions (both short and long-term), list of requirements with these users to continue on the path of co-design.	
PROMOTION MATERIAL USED	 Banner shared via twitter (**https://twitter.com/eshape_eu/status/1276046424971661315**); post on twitter announcing ongoing workshop (**https://twitter.com/eshape_eu/status/1278241453819510785**); Retweets on organization twitter accounts. High-level outcomes to be disseminated further.	
CONTACT PERSON	Evangelos Gerasopoulos, National Observatory of Athens (egera@noa.gr)	

ANNEX V: WEBSITE'S SCREENSHOTS

ID Card image

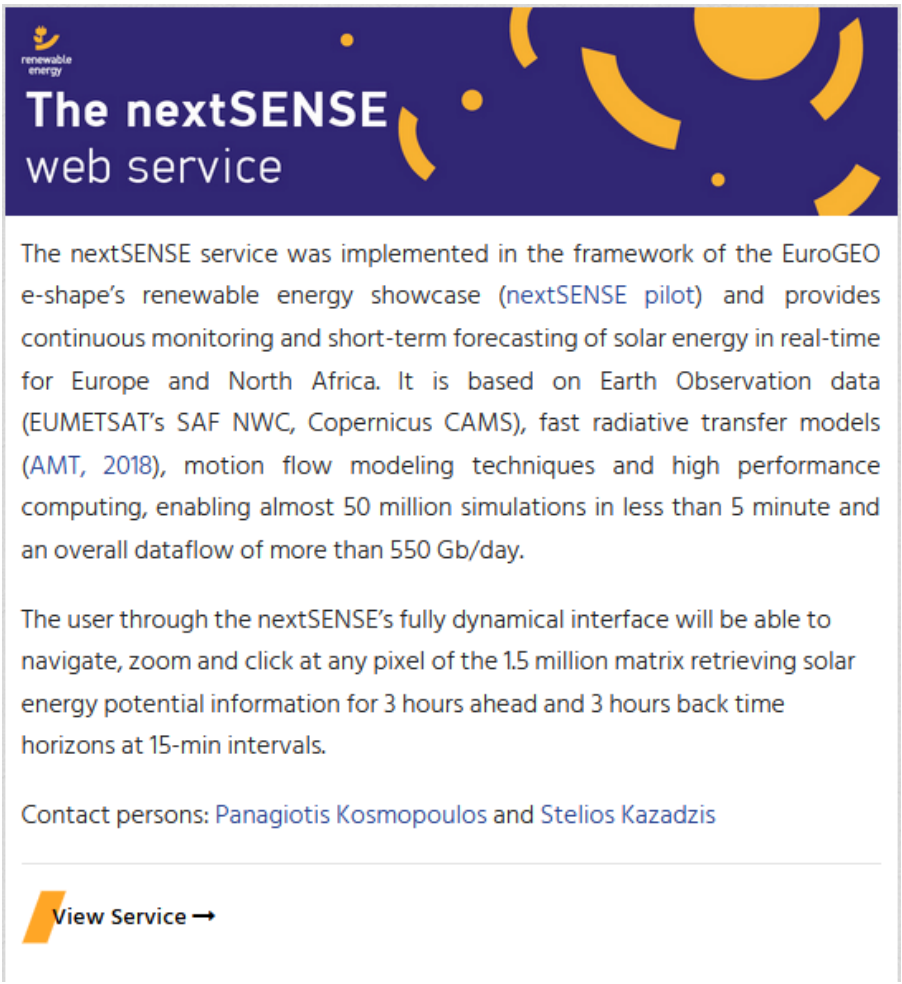


Who is Who image

All pilots image

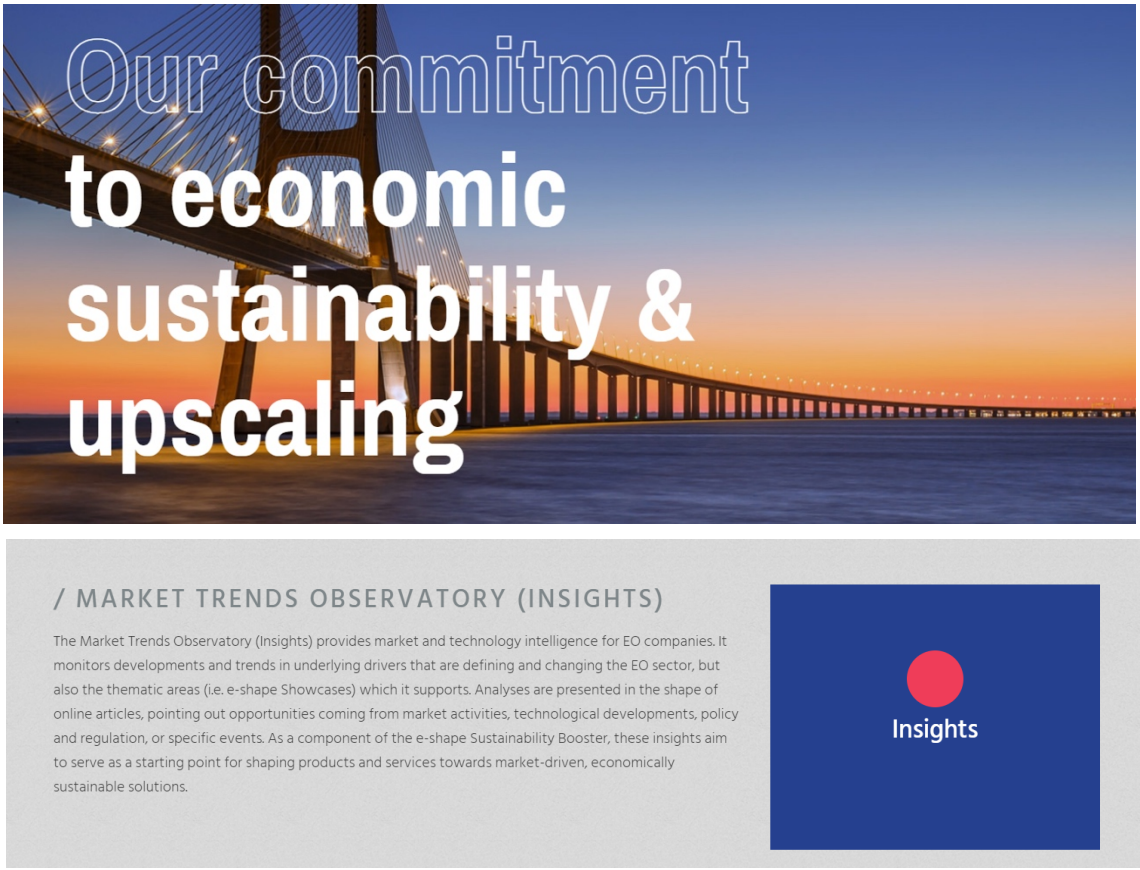
Podcast image

Services image



Capacity building image

Sustainability image



Onboarding image

Onboarding call

for EO-based products 2020

first call for EO-based products 2020 was a success !

e-shape has welcomed during the annual General Assembly from 19-21 October 2020, the 5 new pilots of the Call for EO-based products 2020 that will join the e-shape consortium expanding the EuroGEO community.

The 5 new pilots are and are led by:

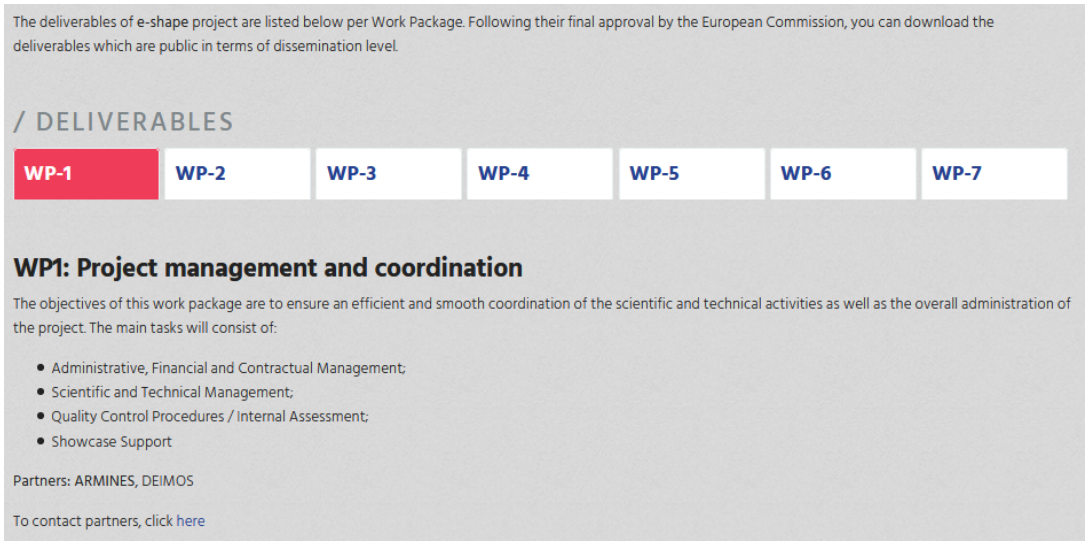
1. Riscognition GmBH: Linking EO and Farm IoT for Automated Decision Support (Showcase Agriculture)
2. NASU-SSAU: SDGs indicators assessment service (2.4.1 and 15.3.1) (Showcase Agriculture)
3. Water Insight B.V: EO based phytoplankton biomass for WFD reporting (Showcase Water)
4. Planetek: Rheticus® AquaculturePlus (Showcase Water)
5. DHI GRAS A/S: WindSight - First class input data for wind energy models (Showcase Energy)

The new onboarded pilots will be integrated in the e-shape consortium and benefit from e-shape project support including co-design methodologies, deployment support, users' uptake, capacity building & liaison, sustainability & upscaling, communication, dissemination & Help Desk.

Stay tuned for the second onboarding call!

Success stories images

Deliverables images



Virtual General Assembly image