



EuroGEO Showcases: Applications Powered by Europe

Mid-term report on Communication and Dissemination Activities (D6.7)



The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820852

ABSTRACT

This document reports the e-shape Communication and Dissemination actions carried out in the period 24 months to 34 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.

The information in this document reflects only the author's views and the European Community is not liable for any use that may be made of the information contained therein.

DOCUMENT TYPE	Deliverable
DOCUMENT NAME:	e-shape_D6.7 - Update Mid-term report on Communication and Dissemination Activities (D6.5b)
VERSION:	VFinal
DATE:	March 4, 2022
STATUS:	SO
DISSEMINATION LEVEL:	PU

AUTHORS, REVIEWERS			
AUTHOR(S):	Mirka Rossi, Eleni Christia, Aspasia Trevlaki		
AFFILIATION(S):	NOA		
FURTHER AUTHORS:			
PEER REVIEWERS:	Haris Kontoes, Nicolas Fichaux, Lionel Menard		
REVIEW APPROVAL:	Approved		Approved
REMARKS / IMPROVEMENTS:			

VERSION HISTORY (PRELIMINARY)			
VERSION:	DATE:	COMMENTS, CHANGES, STATUS:	PERSON(S) / ORGANISATION SHORT NAME:
V0.1	15/02/2022	1 st draft version	Mirka Rossi, Eleni Christia, NOA
v1.1	20/02/2022	2 nd draft version	Mirka Rossi, Eleni Christia, NOA
v2.1	25/02/2022	3 rd draft version	Mirka Rossi, Eleni Christia, NOA
Vfinal	04/03/2022	Final draft	Mirka Rossi, Eleni Christia, NOA
VFinal	30/04/2022	Final for release	PMT

VERSION NUMBERING	
v0.x	draft before peer-review approval
v1.x	After the first review
v2.x	After the second review
Vfinal	Deliverable ready to be submitted

STATUS / DISSEMINATION LEVEL			
STATUS		DISSEMINATION LEVEL	
S0	Approved/Released/Ready to be submitted	PU	Public
S1	Reviewed	CO	Confidential, restricted under conditions set out in the Grant Agreement
S2	Pending for review		
S3	Draft for comments	CI	Classified, information as referred to in Commission Decision 2001/844/EC.
S4	Under preparation		

EXECUTIVE SUMMARY

This document reports the e-shape Communication and Dissemination actions carried out over the last 10 months (May 2021 - March 2022) 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 as they were presented in D6.5, and 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) as presented in D6.1 and D6.5.

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. The last 10 months e-shape was presented in several meetings having as a main goal to reach users and stakeholders outside the EO community.

Furthermore, following the discussion points from the 2nd review meeting, one of the main goals of WP6 is to tune the Website, which serves as the primary gateway to all information, from a 'project Website' to a next level that is suited to be maintained after the project and ensure further exploitation of all results. The last 10 months, the implementation of the e-shape website is proceeding accordingly.

As we highlighted in D6.5, during Sprint 1, WP6 faced difficulties in raising feedback regarding the communication and dissemination actions since partners did not perceive the full potential of such activities. Therefore, in order to strengthen communication activities within e-shape, a mandatory communication Challenge (#14), was included in Sprint 2, which entails the active participation and commitment of the pilots to achieve e-shape's communication KPIs.

With regards to the mandatory challenge related to communication activities and in order to facilitate the process for all pilots, WP6 created and sent a mini communication plan template along with action guidelines that are conducive for a coherent implementation and highlighted the fact that when it comes to communication activities, everything is interrelated and participation from all partners is important in order to depict progress.

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

Abbreviations and Acronyms

DOW	Description of Work
EO	Earth Observation
e-shape	EuroGEOSS Showcases: Applications Powered by Europe
EU	European Union
GEO	Group on Earth Observations
H2020	HORIZON 2020
KPI	Key Performance Indicator
NOA	National Observatory of Athens
NPF	Non Profit Foundation
SDG	Sustainable Development Goal
SSS	Showcase Support Service
UN	United Nations

List of Figures

Figure 1 Unique visitors, new visitors and returning visitors at e-shape website	34
Figure 2 All pilots page with almost 1.800 views	35
Figure 3 Demographics shows that a slight majority of the users are male (54%)	35
Figure 4 Demographics shows that the majority of the users are from Europe	36

List of Tables

Table 1: e-shape Communication Tools	31
Table 2: WP6 KPI's	42

Table of Contents

1. INTRODUCTION.....	8
2. UPDATED MID-TERM REPORT ON COMMUNICATION AND DISSEMINATION ACTION PLAN	8
2.1 Updated actions on internal and external communication	8
2.1.1. Updated mid-term report on actions implemented with WP4 & WP5	10
2.2 Updated mid-term dissemination plan.....	15
2.2.1 Updated Implemented activities	15
2.3 Updated communication tools.....	31
Website	31
Newsletter.....	36
Communication material.....	37
Multimedia	37
Webinars	37
Social media	38
Help Desk	39
3. EVALUATION	40
4. THE WAY FORWARD.....	44

1. INTRODUCTION

This document reports the e-shape Communication and Dissemination actions carried out in the last 10 months (May 2021 – March 2022) of project implementation in line with the Communication, Dissemination Strategy and Action Plan of e-shape (Deliverables 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.

- **Chapter 2** is a mid-term report on communication and dissemination action plan which was implemented during the period May 2021 – March 2022.
- **Chapter 3** presents the evaluation of the communication activities during the reporting period of the project
- **Chapter 4** presents the way forward for the next period of the project.

2. UPDATED MID-TERM REPORT ON COMMUNICATION AND DISSEMINATION 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.

2.1 Updated actions on internal and external communication

The Internal communication strategy as well communication activities as presented in D6.5 is an ongoing action and during the period May 2021-March 2022, WP6 continued a persistent approach to support the sustainability and the upscaling of the pilots while building and maintaining a strong network effect between partners.

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.
- A dedicated communication session, during the e-shape GA 2022, focusing on Challenge 14 and highlighting main aspects of this particular challenge.

More specifically, WP6 organized on 2nd of February 2022 a dedicated event entitled ["Introduction to successful communication Challenge in e-shape"](#) in order to reveal once again the pivotal role of effective science communication and inspire as well as motivate the pilots to communicate their own work and efforts. In this important endeavor, four of our e-shape pilots', selected according to the level of their

communication activity during Challenge 14, activated their “storytelling” skills by sharing inspiring and motivating experiences, introducing achievements and benefits brought by communication activities in terms of attracting new users, raising awareness etc. Furthermore, the session accentuated the expectations from the EC and the need for all partners to engage into communication activities, in order to ensure outreach across communities.

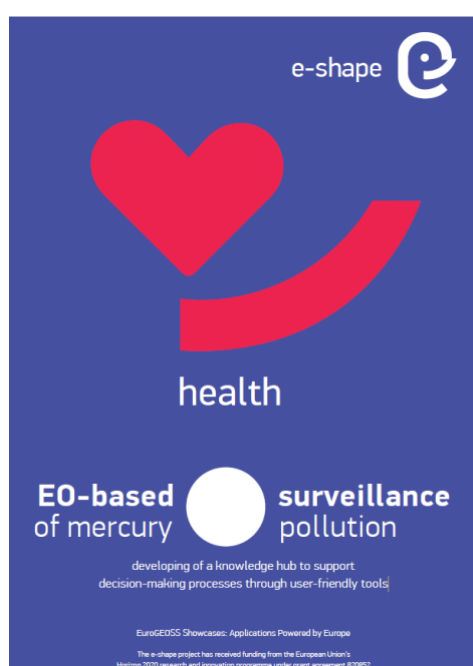
With this process, the e-shape partners became more aware of what Challenge 14 is all about and the actions that have to be carried through as a team, to ensure that we meet the criteria to be recognized as e-shape and EuroGEO ambassadors.

- Motivating all pilots highlighting the powerful impact of “transforming” their key messages to a positive storytelling. WP6 regularly demonstrates 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.
- 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 68 research organisations from the broad European region, WP6 organized further several actions in order to streamline communication within the consortium, indicatively:
 - ✓ Confluence and SSS, as mentioned in D6.5, are the main platforms for internal communication and are used by showcase and pilot leaders in order for WP6 to gather and share information.
 - ✓ In order to strengthen communication activities within e-shape, a mandatory communication Challenge (#14) was included in Sprint 2, 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, with a view 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. The main actions that the pilots had to implement within Challenge 14 were to publish articles in popularized magazines and blogs, to be more active in social media, to attract/engage new stakeholders to Help Desk, to publish their success stories through e-shape website, to organize and participate in webinars and to produce podcasts (optional activity). The above mentioned actions are monitored through SSS platform.

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 and willingness to amplify e-shape project awareness. The pilots' effective participation in Challenge 14 actions are depicted in WP6 KPIs table.

An indicative prime example of a successful outcome from Challenge 14, was that of [Pilot 2.1 | EO-based surveillance of mercury pollution](#). There was a [video teaser](#) produced aiming to promote Pilot 2.1 and e-shape activities, a [video webinar](#) demonstrating Pilot 2.1 results, 1 flyer and 1 brochure where the e-shape brand identity and dedicated showcase logo was leveraged properly aiming to amplify project awareness.



pilot 2.1

will demonstrate integration of satellite and in-situ dataset to support decision-making processes and develop a knowledge hub

mercury

is a pollutant of global concern due its potential impact on human health and the environment

it is released to the atmosphere from a number of anthropogenic and natural sources and deposits to oceans and terrestrial ecosystems affecting the food chain and ultimately human health

surveillance

of mercury pollution and health impact on humans and the environment is necessary

Image 1 flyer & brochure of e-shape Pilot 2.1

- WP6, in the spirit of “going the extra mile”, developed an optional and complementary campaign entitled “Immersed Earth Observation by e-shape” but we didn't receive the expected responsiveness to this particular action.

The notion behind this improvisation was to involve all pilots on a “dig deeper” plan where 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.

2.1.1. Updated mid-term report on actions implemented with WP4 & WP5

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. More specifically, WP6 had a robust collaboration with WP5 regarding the second 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.

Onboarding campaign

In collaboration with WP5, WP6 organised a pre, main and post campaign with a view to promote the second call for EO-based products 2020.

More precisely the three stages of the onboarded promotional campaign included:

- More than 10 e-banners were developed in order to promote and communicate the onboarding process
- More than 30 social media-based dissemination actions
- The organization of a series of live interviews with the 5 on-boarded pilots from the first onboarding call 2020 to present and discuss the application process and to integrate the EuroGEO community. This promotional campaign, published in the [e-shape YouTube channel](#), had the objective to provide insights on the e-shape project, the support tools to which the applicants could have access to and how they could boost their EO service into new markets and connect to new community of users. It was shared in the e-shape communication channels and used to promote the second on-boarding call among community of users and future applicants.
- The organization of a [live info session: "You Ask, We Answer!"](#) that served as an important "tool" to upend the understanding of the onboarding process and the application procedure through the e-shape Help Desk. The session was published in the e-shape YouTube channel.

5 new pilots onboarded in 2021. 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 almost 60 requests. The onboarded process was facilitated through the Help Desk for the entire period of the call.

A [dedicated onboarding webpage](#) was designed, at the e-shape website, to provide all the required information and guidelines for the applicants. Below you will find indicative communication material.



You Ask, We Answer...

e-shape Call for EO-based Products 2021 Q&A info session

7 July 2021 14h15 – 14h50 CEST

Agenda

14h15-14h20
Francesca Piatto, Project Officer, European Association of Remote Sensing Companies (EARSC): *Introductory words to the e-shape Call for EO-based Products 2021*

14h20-14h25
Nico Thoms, Senior Consultant, Evenflow (EVF) & Mathieu Reboul, Head of the EU Dept., Armines: *First dedicated Q&A*

14h25-14h40
Francesca Piatto, Project Officer, European Association of Remote Sensing Companies (EARSC): *Second dedicated Q&A*

14h40-14h45
Mirka Rossi, Communication & Dissemination Specialist, National Observatory of Athens (NOA): *e-shape Help Desk demo.*

14h45-14h50
Final Q&A with the audience & conclusion

Image 2 Live session “You Ask We Answer” banner



Are you the next e-shape partner?

Call for EO-based products 2021

Come onboard • Get support
Join the EuroGEO community

Starting 7th June 2021

UNITY IS STRENGTH

Useful links:
www.e-shape.eu
<https://helpdesk.e-shape.eu/>

e-shape
EuroGEO Showcases:
Applications Powered
by Europe

The e-shape project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 820932

Image 3 Pre-campaign banner



Image 4 Pre-campaign banner



Image 5 Main-campaign banner



Image 6 Main-campaign banners



Image 7 Post-campaign banner

2.2 Updated mid-term dissemination plan

Taking into consideration the project's Dissemination Strategy goals, the project during the last 10 months maintained 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 1 project event: The 2nd Virtual General Assembly, 1-3/2/2022.

In terms of dissemination and outreach project consortium partners have attended until now more than **70 events and workshops and published 47 scientific papers** in journals and conferences.

2.2.1 Updated Implemented activities

1. Organisation of Dedicated Workshops / consultation & training events (internal):

1st e-shape General Assembly 2022 (Virtual event): The 2022 e-shape General Assembly was a turning point in our project and activities towards an increasing users' uptake and towards sustainability of the now 37 pilots we are supporting. This General Assembly brought together the e-shape community to capture and share best practices and lessons learned, identify future priorities and set the path for moving ahead towards users' uptake and sustainability.



Image 8 e-shape virtual GA banner

2. Dedicated conferences/workshops (organization-participation):

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 also concerns market related events, outside the EO community.

More specifically, according to WP4 & WP5 feedback, EARSC and Eurisy organised **3 workshops for the e-shape pilots**. Notably:

European Maritime Day: “Satellite-based applications in the maritime domain: hands-on the e-shape project” workshop was an e-shape labelled event. The first part of the workshop introduced the audience to operational satellite-based applications providing a market and users' benefits perspective in maritime spatial planning. The second part was dedicated to the presentation of pilots projects, involved in a co-design process with users, industry and policy makers to deliver sustainable EO solutions and to maximise the value for users. The presenters provided hands-on training and users' benefit on two applications, “Sargassum detection for seasonal planning” and “Monitoring fishing activities”, providing a link to most of the different European Directives and Policies and the SDGs. Attendees from European Institutions, sci-research, private and public sectors within the maritime, agriculture, climate, disasters communities took part. The workshop was dedicated to sustainable blue economy and ocean literacy and the green deal respectively. The feedback from the workshop was that EO services can strive for the establishment of and membership in science/research-to-policy bodies that affect decision-making at local and regional level, matching the needs of public authorities and administrations at all levels with the exploitation of EO data.



Image 9 e-shape Maritime Day workshop banner

EXPANDEO 2021: e-shape hosted the workshop "Expanding the Copernicus Services ecosystem: the e-shape contribution". The e-shape workshop presented the coordinated approach to support research communities, private companies and providers who demonstrate and bring their EO-based solutions to the service of policy makers, civil society, and private users. The workshop introduced EO-based applications across e-shape's 7 thematic showcases and highlighted solutions which not only support user's needs and raise awareness capability at the EU level, but which can also be integrated into the user's daily workflows.

The workshop gave the opportunity to: engage with research, end users and civil society members interested in understanding and participating in the EuroGEO initiative, discover EO-based applications developed throughout the e-shape project across 7 thematic showcases (Agriculture, Health, Energy, Ecosystem, Water resources, Disaster Resilience, Climate), get inspired from solutions that support users' needs and raise EO awareness capability at EU level, learn how to integrate EO-based applications into your daily workflows.

In this event attendees from EO sector participated, however the greater ecosystem benefited from the workshop. Research institutes especially found importance in integrating the e-shape pilots' data services in their operational workflow once operational and available.



Image 10 e-shape EXPANDEO workshop banner

19th European Week of Regions and Cities: "Earth Observation solutions for smarter and greener regions and cities: hands-on e-shape pilots" workshop was an e-shape labelled event. The first part of the workshop set the stage by introducing the audience to operational satellite applications, their uses and their benefits for regions and cities, with a particular focus on the issue of green energies, climate change mitigation and sustainable development and growth. The second part of the workshop was devoted to the presentation of the coordinated approach to support research communities bringing their satellite-based solutions to serve policy makers and boosting innovation in the field of Sustainable Development Goals and environmental policies. Attendees from European Institutions, sci-research, private and public sectors

within the maritime, agriculture, climate, disasters communities took part. The workshop was dedicated to sustainable blue economy and ocean literacy and the green deal respectively. The feedback from the workshop was that EO services can strive for the establishment of and membership in science/research-to-policy bodies that affect decision-making at local and regional level, matching the needs of public authorities and administrations at all levels with the exploitation of EO data.



Image 11 e-shape 19th European Week of Regions & Cities workshop banner

EuroGEO workshop 2021: e-shape actively participated in three thematic areas (Climate, Land, Hazards) during the annual EuroGEO workshop, on 21st of September 2021. More specifically the below e-shape pilots provided insights on their domain of expertise, at the Demo Session: "Advances made in EuroGEO to deliver user-oriented solutions".



Image 12 e-shape EuroGEO workshop 2021 banner

e-shape participated in the following thematic areas with several presentations:

Climate:

[Urban resilience to extreme weather](#)¹

[High photovoltaic penetration at urban scale](#)

[Assessing Geo-hazard vulnerability of Cities and Critical Infrastructures](#)

Land:

[Resilient and Sustainable ecosystems including Agriculture and food](#)

[Vegetation-Index Crop-Insurance in Ethiopia](#)

[Harvester Seasons](#)

Hazards:

[EO-based surveillance of POPs pollution](#)

[EO Data for Detection, Discrimination and Distribution \(4D\) of Volcanic ash](#)

[Satellite Earth Observation-derived water bodies & floodwater record over Europe](#)

[Sargassum Detection for seasonal planning](#)

[EuroGEO workshop side event on “Technology transfer in the EO sector in Europe”](#)

2021: e-shape partner from Evenflow during the annual EuroGEO workshop, organized a session on 21st of September, 2021 aiming to introduce to all participants’ key elements and concepts in the domains of knowledge and technology transfer. More specifically the event “Technology transfer in the EO sector in Europe” consisted of two presentations. One delivered by the European IPR Helpdesk, and the second, delivered on behalf of the [e-shape’s IP and innovation office \(IIPO\)](#).

The overall goal of the event was to raise awareness for the innovation and IP aspects related to commercialising EO product/services and provide best practices related to market entry. The addressees of the event included everyone in the EO sector with the intention of commercialising product/services, such as research institutions, autonomous researchers, start-ups and projects (especially research and innovation-focused). They were provided with general guidance on Technology transfer, including available support, technology screenings, risk management and licensing. The second part of the webinar looked into the e-shape IIPO and discussed the innovation and IP guidance (under the form of passive or active support) the IIPO makes freely available to EO actors: both within the e-shape project, and to the broader EO ecosystem.



Image 13 e-shape EuroGEO side event banner

¹ Those links point to the description page of the Pilots which contributed to the event.

GEO Symposium 2021: e-shape participated in several parallel and spotlight sessions. More specifically, e-shape was successfully showcased at the below sessions:

Parallel sessions:

- [Earth observation operational services through the e-shape project](#)
- e-shape Climate Showcase
- [In situ data for Agricultural Monitoring](#)
- Evolving GEOSS Data Sharing and Data Management Principles: A view on implementation and benefits
- [EuroGEO contributions to disaster resilience](#)

Spotlight sessions:

- OGC Earth Observation Cloud Platform Concept Development Study and resources federation efforts.
- Green Paper: faster uptake of Earth Observation
- Data cubes - a key technology for EO data exploration



Image 14 e-shape GEO Symposium 2021 banner

IGARSS 2021: e-shape had a strong presence in IGARSS 2021, at the dedicated session "MO1.O-17: e-shape and EuroGEO Regional Initiative: Developing a Conducive Environment to Develop Earth Observation Operational Services" 12 July, 2021. More specifically e-shape participated with the below five oral presentations:

- EuroGEO – The European Component of GEO
- e-shape– EuroGEO Showcases: Application Powered by Europe Contribution to EuroGEO and to the Development of the EO Industry
- Expanding Usages of Earth Observation Data: A Co-design approach to grow an Ecosystem of efficient service designer
- Looking for reproducibility for Earth Observation applications at the abstract level
- Upscaling European Earth Observation solutions through a comprehensive portfolio of tools – the case of e-shape



Image 15 e-shape IGARSS 2021 banner

Copernicus Horizon 2035 Conference: e-shape had a successful presence at the Copernicus Horizon 2035 Conference that took place in Toulouse, on the 17th of February 2022, with more than 3300 participants. More specifically, the presentation from the e-shape partner from MINES ParisTech, entitled “Developing a co-design methodology to grow an ecosystem of efficient EO based application designers: Results and perspectives from the e shape project”, shed light on the e-shape co-design approach proving that e-shape project is here with and for users.

5th H SAF User Workshop: Our partners from CIMA Foundation, had a strong presence in the 5th H SAF User Workshop supported by EUMeTrain that was held in online mode from 24th to 28th January 2022. Within the framework of e-shape, they presented the work “A complete meteo-hydrological chain to support early warning systems from weather scenarios to flooded areas: the Apollo medicane use case” aiming to provide satellite derived products related to precipitation, soil moisture and snow over land in support to hydrology and water management.

From Space to Ground | Renewable energies & environmental impacts event:

Within the framework of e-shape, BEYOND Centre of EO Research and Satellite Remote Sensing of the National Observatory of Athens, the Center for Observation, Impacts, Energy of MINES ParisTech and the French Institute of Athens organized on the 5th of October 2021, a conference dedicated to renewable energies and their environmental impacts.

6 academic scientists and researchers from Greece and France, aiming to reach the wider public, joined forces to share their experiences and research results and discuss the most recent innovations from Space to Ground, for renewable energy to environmental impacts assessments.

In the event, almost 40 people attended the auditorium and 200 participated virtually.

YouTube video of the event in French: <https://youtu.be/Vq2UUAci6KM>



Image 16 e-shape Renewable Energy event banner

GEO Week 2021:

e-shape had a strong presence in GEO Week 2021 accentuating the project's contribution to GEO and EuroGEO at Side event: [**e-shape project contribution to GEO, EuroGEO and the GEO WP**](#). During GEO Week 2021, many activities of the GEO work programme that address these areas were presented. Notably through the lens of nexus thinking it was highlighted how the use of EO in different sectors contribute to these efforts and why integration across thematic areas is essential.

Below you will also find the contributions from e-shape to the GEO Work Programme in the Plenary, Anchor, Parallel sessions:

[**Plenary Session 2: GEO Work Programme activities and contributions to global policy frameworks**](#)

[**Plenary Session 3: Engaging the GEO Community**](#)

[**Anchor Session One: Integrated implementation of GEO work programme activities**](#)

[**Showcasing the EuroGEO Regional Initiative**](#)



Image 17 GEO Week 2021 banner

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:

- **[“JUMP2EXCEL workshop”](#)** 22nd of February, 2022.

Pilot 3.2 High photovoltaic penetration at urban scale participated in the online PEARL PV Workshop WG3: Modelling of PV Potential and Performance.

JUMP2EXCEL is a **[TWINNING H2020](#)** project, aiming on developing and stimulating scientific excellence and innovation capacity of a relevant research institute in Malta, namely in the field of PV integration including related technologies such as energy storage and ancillary services and electricity markets. e-shape partner from MINES ParisTech successfully elaborated, to over 30 participants, on enabling tools supporting PV integration by revamping the solar cadaster concept.

This on-line meeting focused on the work of early career researchers over a range of modelling approaches and applications – from assessment of PV potential to understanding PV performance in field.

- **[“Earth Observation services in support of agriculture & Common Agricultural Policy event”](#)** 9th of February, 2022.

The e-shape SC leader on Agriculture and Pilot 1.2 EU-CAP Support participated in the Clustering event, organized by ENVISION and provided insights on e-shape tools and services.

This Clustering event aimed to connect and explore future collaboration possibilities of European projects dealing with Earth Observation technologies for monitoring of farm management activities with regards to sustainability, in compliance with the CAP's agri-environmental objectives, while further enhancing their visibility. The event showcased a wide range of services and best practices delivered through several European projects.

- [“Workshop on Air quality monitoring & management”](#) 17th of December 2021.

Pilot 2.3 EO-based pollution-health risks profiling in the urban environment, participated in the Workshop on Air quality monitoring and management, organized by University of Patras in Greece under the context of the EO4GEO program.

University students were familiarized with the e-shape project as a whole, they were informed about urban air quality issues and how these are combined with human health aspects in the frame of Pilot 2.3 (EO-based pollution-health risks profiling in the urban environment), and they were given details on air pollution monitoring by innovative sensors, as well as air pollution mapping by high resolution atmospheric numerical models. Students were introduced to the preliminary online platform showcasing Pilot 3 (SC2: Health) outputs.

- [“e-shape pilots at FPCUP seminar in Greece | Thessaloniki”](#) 30th of November, 2021.

e-shape pilots participated in the "Info-day on 'Copernicus' data and services: Northern Greece event

An info-day on the European Union's Earth Observation Programme 'Copernicus', was organized by the BEYOND Center of Excellence of the National Observatory of Athens (NOA) in collaboration with PRAXI Network/FORTH, at the Municipal Library of Thessaloniki on the 30th November 2021.

The info-day aimed to raise awareness in the Region of Northern Greece and informed the relevant players about the Copernicus EU Programme. The action aimed to reach all the potential Greek recipients (intermediate or end users) of Copernicus. It aimed particularly to demonstrate the emerging opportunities from using Copernicus to new groups of people, previously not aware of it but potentially very interested. Examples of uptake actions, success stories and discussions on 4 different EO thematic (Disasters, Energy, Food Security, Epidemics) were included. Additionally, a special workshop on the 'Sustainable Agriculture' thematic was offered to public authorities' representatives. In this workshop, the participants learned in practical level the value and opportunities offered by Copernicus towards public services.

The event was organized in the framework of the FPCUP (Caroline Herschel Framework Partnership Agreement), e-shape (H2020) and the EMPROS (EPAnEK 2014-2020) Projects.

The e-shape Pilot 1.2 EU-CAP support, presented the Agrowth/Resagri platforms from Cotton Producers in Orchomenos and the new on-boarded pilot for Epidemics (Partner: Ecodevelopment S.A.) presented the EYWA platform.

The event was published in the local e-newspaper of Northern Greece "[TyposThes](#)" with a special mention to the e-shape project.

- [“Transforming Earth Observations to knowledge through inclusive participation webinar”](#) 22 February, 2022

Partner from MINES ParisTech Raphaëlle Barbier, leader of the e-shape's work package in charge of developing new co-design methods participated in the webinar “Transforming Earth Observations to knowledge through inclusive participation” organized by NextGEOSS. In the dedicated session “Building a co-design methodology supporting the resilient growth of the Earth observation ecosystem” our partner elaborated on how a co-design methodology can support effectively the resilient growth of the Earth observation ecosystem. In this event, experts shared their knowledge and experience with different approaches to transform raw data into something that can be used through a co-development approach. Building capacity on processes of transformation is key to successful and timely uptake of Earth observations in communities around the world.

This webinar aimed to reach the Global Earth observation community, data experts, innovation community, trainers, educators, researchers, applied scientists.



Image 18 Co-design webinar event banner

- **e-shape is also leveraging on its General Assembly to create links with EU-funded initiatives**, in the spirit of leveragin efforts across the spectrum towards a cohesive EuroGEO. During the second General Assembly (Feb. 2022), e-shape invited

representatives of the GEO Secretariat, EUSPA and Cassini programmes, ESA's Phi Lab, JRC's Knowledge Center for EO, ECMWF's Destination Earth programme, GEOSS' Portal Plus projects and the EEA.

- A lot of exchanges also occurred between e-shape coordination team and H2020, Horizon Europe or other EU funded projects such as: Open Earth Monitor (Tom Hengl from the Open Geo Hub), GPP (GEOSS platform Plus Joost van Bemmelen from ESA), TIDE (Towards and Innovative and demand Driven EuroGEOSS, Mark Dowell from JRC ISPRA).
- The Data Management Plan developed in WP1 explore the FAIR principles but also the GEO principles. As this tool is of interest for the EO community at large, discussions for a large dissemination of the tool allow discussion and collaboration with the GEO data Working Group, EEA, Opidor consortium, KCEO, etc. The idea is to transfer the knowledge developed and to ensure the legacy of this work.

4. Publications:

Partners have published 47 scientific publications in total. The latest publications (May 2021-March 2022) are:

Scientific publications (indicatively)

1. S. Solomos, L. Dimitriadou, J. Kapsomenakis, I. Binietoglou, P. Nastos, C. Zerefos. Development of the weather and climate service "CRITERION" for the touristic sector in e-shape; FMI's Climate Bulletin: Research Letters, 4, issue 1. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-03-RL>
2. I. Fountoulakis, K. Papachristopoulou, E. Proestakis, V. Amiridis, C. Kontoes, S. Kazadzis. Effect of Aerosol Vertical Distribution on the Modeling of Solar Radiation. Remote Sensing, 14, 2022. <https://doi.org/10.3390/rs14051143>
3. Neinavaz, M. Schlerf, R. Darvishzadeh, M. Gerhards, A.K. Skidmore. Thermal infrared remote sensing of vegetation: Current status and perspectives. International Journal of Applied Earth Observation and Geoinformation, Elsevier, Volume 102, October 2021. <https://doi.org/10.1016/j.jag.2021.102415>
4. C. Coops, A. Skidmore. Essential Biodiversity Variables (EBVs) and Earth Observation—An Invitation to Participate. SectorInsight.com Photogrammetric Engineering & Remote Sensing, 87, November 2021. <https://www.ingentaconnect.com/contentone/asprs/pers/2021/00000087/00000011/art00004?crawler=true&mimetype=application/pdf>
5. I.lalongo, H. Virta, H. Eskes, J.Hovila, J. Douros. Comparison of TROPOMI/Sentinel-5 Precursor NO2 observations with ground-based measurements in Helsinki. Atmospheric Measurement Techniques, 13, 2020. <https://doi.org/10.5194/amt-13-205-2020>
6. I.lalongo, N. Stepanova, J. Hakkarainen, H. Virta, D. Gritsenko. Satellite-based estimates of nitrogen oxide and methane emissions from gas flaring and oil

- production activities in Sakha Republic, Russia. *Atmospheric Environment: X*, Volume 11, 100114, October 2021. <https://doi.org/10.1016/j.aeaoa.2021.100114>
7. J. Hakkarainen, M. E. Szeląg, I. Ialongo, C. Retscher, Tomohiro Oda, D. Crisp. Analyzing nitrogen oxides to carbon dioxide emission ratios from space: A case study of Matimba Power Station in South Africa. *Atmospheric Environment: X*, Volume 10, 100110, April 2021. <https://doi.org/10.1016/j.aeaoa.2021.100110>
 8. L.Melymuka, P.B.Nizzetto, T.Harner, K. B.White, X.Wang, M.Y.Tominaga, J. He, J.Li, J.Ma, W.L.Ma, B. H.Aristizábal, A.Dreyer, B.Jiménez, J.M.Arnanz, M. Odabasi, Y.Dumanoglu, B. Yaman, C.Graf,...J.Klánová. Global intercomparison of polyurethane foam passive air samplers evaluating sources of variability in SVOC measurements. *Environmental Science & Policy*, November 2021. <https://www.sciencedirect.com/science/article/pii/S1462901121002161>
 9. V.Sitokonstantinou, A. Koukos, C. Kontoes, N. Bartsotas, V. Karathanassi. Semi-Supervised Phenology Estimation in Cotton Parcels with Sentinel-2 Time-Series. International Geoscience and Remote Sensing Symposium (IGARSS) conference. <https://zenodo.org/record/6189937#.YhNVTt9By3B>
 10. Custodio, R. Ebinghaus, T.G. Spain, J.Bieser. Source apportionment of atmospheric mercury in the remote marine atmosphere: Mace Head GAW station, Irish western coast. *Atmos. Chem. Phys.*, 20, July 2020. <https://doi.org/10.5194/acp-20-7929-2020>
 11. F.De Simone, F.D'Amore, I. M.Hedgecock, D.E.Bruno, S.Cinnirella, F.Sprovieria, N.Pirrone, Will action taken under the Minamata Convention on Mercury need to be coordinated internationally? Evidence from an optimization study suggests it will. *Environmental Science & Policy*, Volume 127, January 2022. <https://doi.org/10.1016/j.envsci.2021.10.006>
 12. Martin Jung et al., Scaling carbon fluxes from eddy covariance sites to globe: synthesis and evaluation of the FLUXCOM approach. *Biogeosciences*, 17, 1343–1365, 2020. <https://doi.org/10.5194/bg-17-1343-2020>
 13. G. Tramontana, M. Migliavacca, M. Jung, M. Reichstein, T. F. Keenan, G. Camps-Valls, J. Ogee, J. Verrelst and D. Papale, Partitioning net carbon dioxide fluxes into photosynthesis and respiration using neural networks. *Global Change Biology*, June 2020. <https://doi.org/10.1111/gcb.15203>
 14. Papale, Ideas and perspectives: enhancing the impact of the FLUXNET network of eddy covariance sites. *Biogeosciences*, 17, 5587–5598, 2020. <https://doi.org/10.5194/bg-17-5587-2020>
 15. Kuang-Yu Chang et al., Substantial hysteresis in emergent temperature sensitivity of global wetland CH₄ emissions. *Nature Communications*, April 15;12, 2021:2266. <https://www.nature.com/articles/s41467-021-22452-1>
 16. Kyle B. Delwiche et al., FLUXNET-CH₄: a global, multi-ecosystem dataset and analysis of methane seasonality from freshwater wetlands. *ESSD*, 13, 3607–3689, 2021. <https://doi.org/10.5194/essd-13-3607-2021>

17. T. Ranchin, L. Ménard, N. Fichaux, M. Reboul, e-shape – EuroGEO SHOWCASES: Application Powered by Europe Contribution to EuroGEO and to the Development of the EO Industry. IEEE (IGARSS), July 2021. <https://hal-mines-paristech.archives-ouvertes.fr/hal-03335888>
18. M.-F. Voidrot, Ingo Simonis, R. Barbier, P. Le Masson, N. Fichaux, T. Ranchin, Looking for Reproducibility for Earth Observation Applications at the Abstract Level. IEEE (IGARSS), July 2021. <https://hal-mines-paristech.archives-ouvertes.fr/hal-03335895>
19. P. Fazzini, G. De Felice Proia, M. Adamo, P. Blonda, F. Petracchini, L. Forte and Cristina Tarantino, Sentinel-2 Remote Sensed Image Classification with Patchwise Trained ConvNets for Grassland Habitat Discrimination. Remote Sensing 2021, 13, 2276. <https://doi.org/10.3390/rs13122276>
20. T. Carrière, R. A. e Silva, F. Zhuang, Y-M. Saint-Drenan and Philippe Blanc, A New Approach for Satellite-Based Probabilistic Solar Forecasting with Cloud Motion Vectors. Energies 2021, 14, 4951. <https://doi.org/10.3390/en14164951>
21. R. Barbier, P. Le Masson and B. Weil, Transforming Data into Added-value Information: The Design of Scientific Measurement Models Through the Lens of Design Theory. Cambridge University Press, 27 July 2021. <https://doi.org/10.1017/pds.2021.585>
22. R. Barbier, S. Ben Yahia, P. Le Masson, B. Weil, Expanding Usages of Earth Observation Data: A Co-Design Approach to Grow an Ecosystem of Efficient Service Designers. IEEE (IGARSS), July 2021. <https://hal.archives-ouvertes.fr/hal-03356299>
23. R. Floors, M. Badger, Ib Troen, K. Grogan and F.-H. Permien, Satellite-based estimation of roughness lengths and displacement heights for wind resource modelling. Wind Energ. Sci. Discuss. [preprint], in review, 2021. <https://doi.org/10.5194/wes-2021-28>
24. I. Fountoulakis, P. Kosmopoulos, K. Papachristopoulou, I. P. Raptis, R. E. Mamouri, A. Nisantzi, A. Gkikas, J. Witthuhn, S. Bley, A. Moustaka, J. Buehl, P. Seifert, D. G. Hadjimitsis, C. Kontoes and S. Kazadzis, Effects of Aerosols and Clouds on the Levels of Surface Solar Radiation and Solar Energy in Cyprus. Remote Sensing 2021, 13, 2319. <https://www.mdpi.com/2072-4292/13/12/2319>
25. P. G. Kosmopoulos, S. Kazadzis, A. W. Schmalwieser, P. I. Raptis, K. Papachristopoulou, I. Fountoulakis, A. Masoom, A. F. Bais, J. Bilbao, M. Blumthaler, A. Kreuter, A. Maria Siani, K. Eleftheratos, C. Topaloglou, J. Gröbner, B. Johnsen, T. M. Svendby, J. M. Vilaplana, L. Doppler, A. R. Webb, M. Khazova, H. De Backer, A. Heikkilä, K. Lakkala, J. Jaroslowski, C. Meleti, H. Diémoz, G. Hülsen, B. Klotz, J. Rimmer, and C. Kontoes, Real-time UV index retrieval in Europe using Earth observation-based techniques: system description and quality assessment. Atmospheric Measurement Techniques, August, 2021, 14, 5657. <https://doi.org/10.5194/amt-14-5657-2021>
26. Dumka, P. G. Kosmopoulos, S. S. Ningombam, A. Masoom, Impact of Aerosol and Cloud on the Solar Energy Potential over the Central Gangetic Himalayan Region.

- Remote Sensing 2021, 13, 3248. <https://doi.org/10.3390/rs13163248>, <https://www.mdpi.com/2072-4292/13/16/3248>
27. F.De Simone, F.D'Amore, M.Bencardino, F.Carbonelan, M.Hedgecock, F.Sprovieri, S.Cinnirella, N.Pirrone, The GOS4M Knowledge Hub: a web-based effectiveness evaluation platform in support of the Minamata Convention on Mercury. Environmental Science and Policy, Elsevier, Volume 124, 2021. <https://www.sciencedirect.com/science/article/pii/S1462901121001817?via%3Dihub>
28. Richiardi, P. Blonda, F. M. Rana, M. Santoro, C. Tarantino, S. Vicario, M. Adamo, A Revised Snow Cover Algorithm to Improve Discrimination between Snow and Clouds: A Case Study in Gran Paradiso National Park. Remote Sensing 2021, 13, 1957. <https://www.mdpi.com/2072-4292/13/10/1957>

Publications in magazines-blogs (indicatively)

- Copernicus article for e-shape pilot 4.1 [showcase: ecosystem]
<https://sentinel.esa.int/ca/web/success-stories/-/copernicus-sentinel-1-sentinel-2-data-help-create-inundation-maps>
- e-magazine article for e-shape pilot 2.3 [showcase: health]
<https://www.innovationnewsnetwork.com/e-shape-bridging-earth-observation-communities-to-change-lives/6690/?fbclid=IwAR3BjkbU1Ka82hVdEGL7MnpA3OIPp i B0SgSMVPpDUxPos OISfi ZkmbI>
- GEO blog article for the new onboarded pilot 2.4 [showcase: health] for winning the first “[EIC Horizon Prize on Early Warning for Epidemics](#)”
https://earthobservations.org/geo_blog_obs.php?id=545
- Horizon magazine article for the onboarded pilot 2.4 [showcase: health] for winning the first “[EIC Horizon Prize on Early Warning for Epidemics](#)”
<https://ec.europa.eu/research-and-innovation/en/horizon-magazine/observations-space-help-scientists-get-one-step-ahead-tiny-deadly-mosquito>
- A case study about the new onboarded pilot 2.4 [showcase: health] was developed for the European Climate and Health Observatory of the European Environment Agency.
https://climate-adapt.eea.europa.eu/observatory/++aq++metadata/case-studies/managing-mosquito-borne-disease-through-eywa-a-european-tool-to-support-national-authorities-in-preventing-epidemics/#challenges_anchor
- e-news article for the new onboarded pilot 2.4 [showcase: health] for winning the first “[EIC Horizon Prize on Early Warning for Epidemics](#)”
<https://emeastartups.com/eywa-the-epidemiological-risk-system-received-a-distinction-of-5-million-euros/8541>

- Article on Copernicus Climate Change Service dedicated page for pilot 7.3 [showcase: climate]
<https://climate.copernicus.eu/harvester-seasons>
- Article on e-magazine for pilot 7.3 [showcase: climate]
<https://www.ilmastokatsaus.fi/2022/02/03/seasonal-preparedness-pilot-sub-seasonal-and-seasonal-prediction-service-for-tyre-companies/>
- GEO Individual Excellence Award article for e-shape pilot, Deputy Director of the Space Research Institute of Ukraine Prof. Nataliia Kussul
https://earthobservations.org/article.php?id=362#awarded_projects
- Article published in the local e-newspaper of Northern Greece "TyposThes", with a special mention to the e-shape project, on the occasion of the info-day on the European Union's Earth Observation Programme 'Copernicus'.
https://www.typosthes.gr/ygeia-epistimi/267328_i-ellada-poy-kainotomei-kai-syneisferei-stin-katapolemisi-tis-klimatikis

2.3 Updated communication tools

The table below provides an overview of the communication channels that were mentioned in D6.1 and D6.5, tailored on the basis of the different needs of the specific audiences targeted by the project and have been leveraged and used in the first 34 months of the project.

Table 1: e-shape Communication Tools

Communication Tool	Target								Purpose
	Commercial users	ED 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 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.

Following the discussion points from the 2nd review meeting, one of the main goals of the Communication Team is to tune the Website from a 'project Website' to a next level that is suited to be maintained after the project and ensure the further exploitation of all results. That entails efficiently "reconstructing" main parts from the landing page and additional subpages (i.e. pilots' dedicated pages), reflecting e-shape's progress and providing easy access to the pilots' services, success stories, news and updates.

This important endeavor required the composition of a working group with representatives from each WP, according to their corresponding roles, to brainstorm and collaborate internally in order to move forward with the website's updating process. More working group meetings will be held to assure progress.

Therefore, taking into account the reviewers' comments, WP6 has already contacted the pilots by e-mail asking for their substantial contribution and input, in order to upgrade their dedicated pages (ID cards) and main parts of the landing page. Furthermore, additional feedback from the required WP's has been requested for the upgrade of other subpages and the home page.

The implementation of the website revamp and upgrade according to the project progress has already begun. More specifically:

- **[Co-design](#)**

WP6 collaborated with WP2 to receive input and a dedicated page regarding the co-design methodology has been published in the e-shape website.

- **[All pilots](#)**

It aims to streamline navigation by accommodating content of all pilots as well as the onboarded pilots. The page was updated accordingly

- **[Services](#)**

Aiming to promote the services of the e-shape pilots, key actions and changes to the landing page have been taken.

- **[Onboarding](#)**

The new onboarded pilots' (2nd call) webpages were created.

(i.e. <https://e-shape.eu/index.php/showcases/pilot-2-4-eywa-early-warning-system-for-mosquito-borne-diseases>)

- **[Success stories](#)**

Aiming to promote the pilots' success stories (banners) with an aggregated overview of the key messages that the pilot would like to deliver, key actions and changes to the landing page have been taken.

- **[What inspired us](#)**

WP6 collaborated with WP1 to update the section "What Inspired us", in the landing page, with content that "reflect" the connection or contribution of e-shape to each of the six depicted categories (GEO, EuroGEO, Copernicus, SGD's, Paris Agreement, Sendai Framework).

- **[Sustainability](#)**

Aiming to promote the Market for EO, key actions and changes to the landing page have been taken.

- **[General Assembly](#)**

On the occasion of the e-shape Virtual General Assembly 2022 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.).



Image 19 Landing Page screenshot– updated version

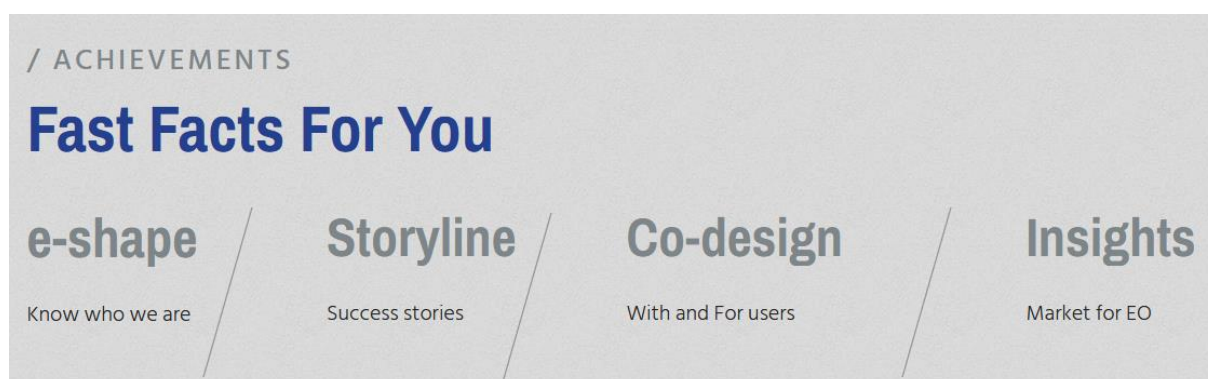


Image 20 Landing Page screenshot– updated version



Image 21 Landing Page screenshot – updated version

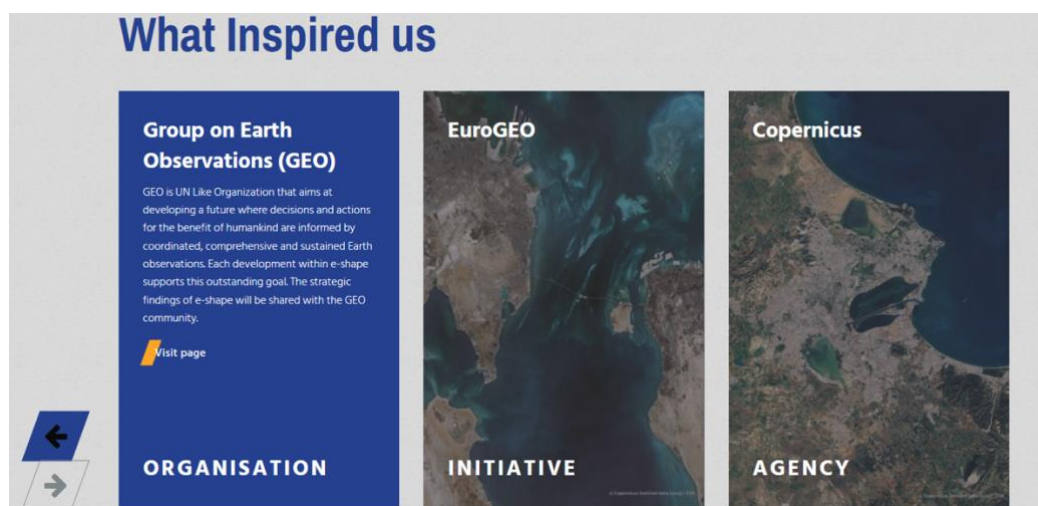


Image 22 Landing Page screenshot – updated version

Tracking the e-shape website from 1st of June 2021 until the time of writing (4th March 2022), the “new visitors” and “returning visitors” can be seen in Figure 1 (Unique visitors: 6.293)

Figure 2 reveals interest in the project especially in the all pilots page with almost 1.764 views, while the demographics shows that the majority of the users are male (Figure 3) and Europe ranks first among other continents with most e-shape website users (Figure 4).

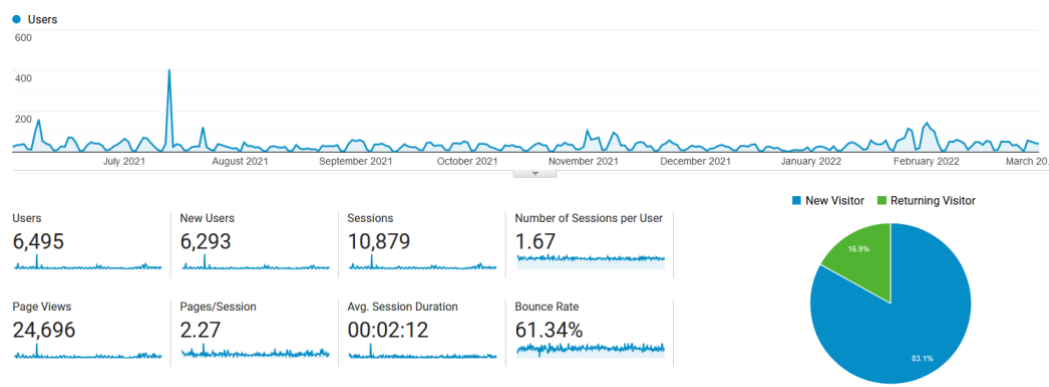


Figure 1 Unique visitors, new visitors and returning visitors at e-shape website

What do users see when they are in your website?

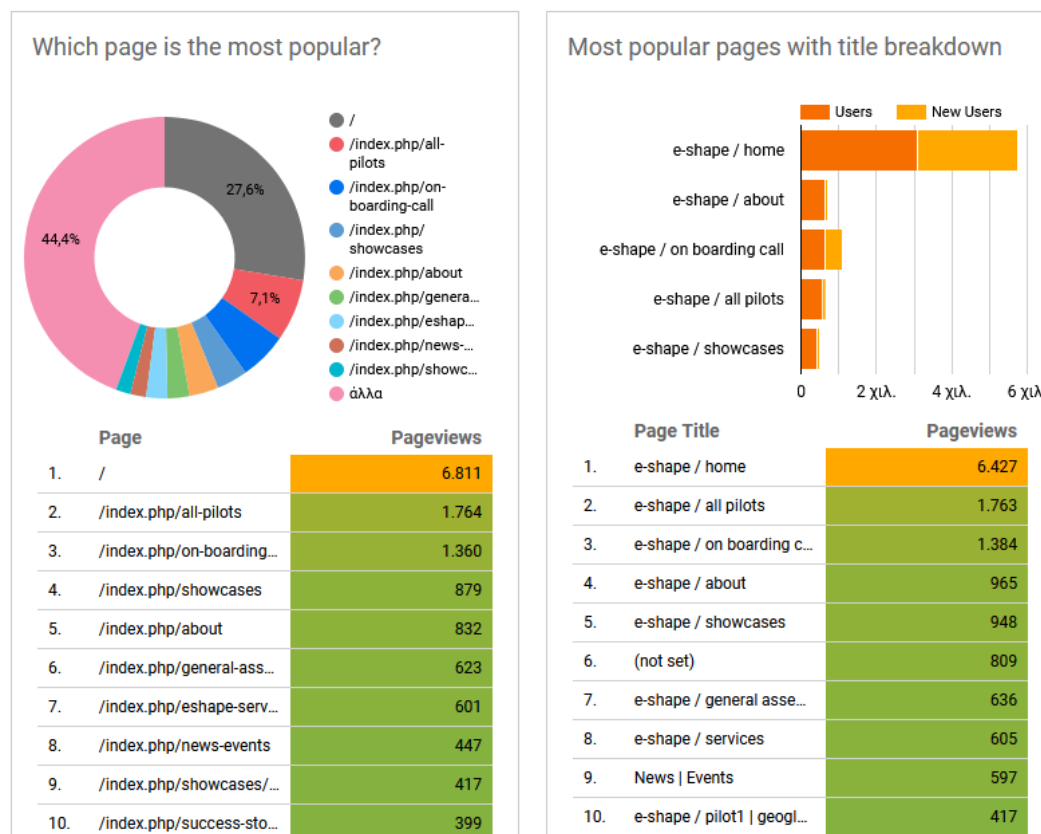


Figure 2 All pilots page with almost 1.800 views

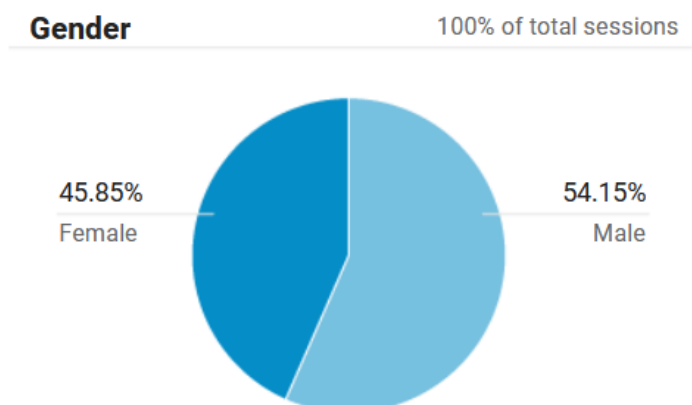


Figure 3 Demographics shows that a slight majority of the users are male (54%)

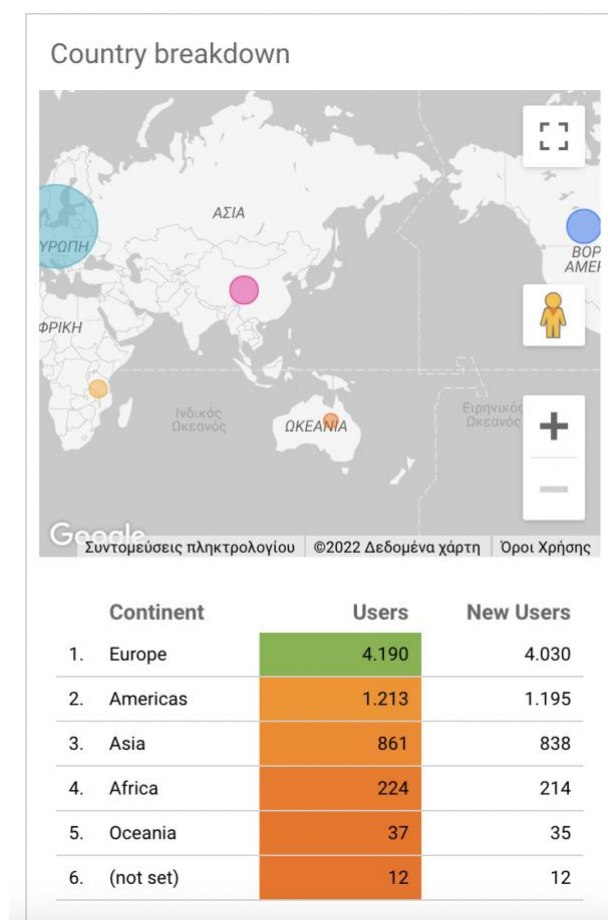


Figure 4 Demographics shows that the majority of the users are from Europe

Newsletter

[Six 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 23 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.

Multimedia

Several videos from the e-shape events/seminars/workshops, onboarding process etc are available through the [project's YouTube channel](#). A video for all Showcases will be produced by September 2022.

Webinars

The main goal of the Webinars series (one per showcase) is to promote the results of the Work packages, Showcases and pilots, primarily to the public sector, private sector as well as end users. During Sprint 2, 7 e-shape Webinars [1 per SC] will be organized in collaboration with Work Packages and Pilots. WP6 will support the organization and the communication of the webinars but the SC leaders in collaboration with the Pilot leaders are responsible to create these webinars.

WP6 already organized a fruitful meeting with all SC leaders to discuss details, brainstorm and share ideas regarding the best way to approach this task, with a view to shape an impactful communication strategy in order to reach target audience effectively.

Social media

During the reporting period of the project 506 tweets were posted and the project's account in Twitter attracted 915 followers (e-shape Tweets earned 60K impressions over this period), 106 news were posted in Facebook and gained 50 followers while 123 followers joined LinkedIn.

Top Tweet earned 195 impressions

Another 🌟 impressive success story about [#EO_based_surveillance](#) of mercury pollution (S2P1) presents how our pilot has been working on a way to minimize impact from mercury pollution on human & the environment. [@CNRsocial_](#)
[#ImpactfulSuccessStories](#)
👉 [lnkd.in/gaEGbRbd](#)
[pic.twitter.com/lxkYsAu73N](#)



🔁 1 ❤️ 6

Top mention earned 135 engagements

[Andrea Vajda](#)
[@andreavajda3](#) · Nov 2

S2S predictions can provide valuable information for users, enabling them to plan their activities in advance. We are introducing to Finnish stakeholders the sub-seasonal forecast services developed for cities and tyre companies in [@eshape_eu](#).
[@OttoHyvarinenIL](#), [@mikanantane](#)
[pic.twitter.com/j3YdLagNiw](#)



🔁 9 ❤️ 24

Top media Tweet earned 20 impressions

👉 [@NextGEOSS](#) Webinar is taking place on 22/2 at 4 pm CET. Raphaëlle Barbier [@MINES_ParisTech](#) leader of the e-shape's work package will elaborate on how a co-design methodology can support the resilient growth of the EO ecosystem.
👉 [lnkd.in/ewdGWPmn](#)
[pic.twitter.com/hoTP47g2J4](#)



🔁 1 ❤️ 12

Top Tweet earned 5,903 impressions

[@eshape_eu](#) adds 5 new Pilots to their portfolio of Earth Observation solutions! Welcome onboard [@meeosrl](#)
[@PlatformAdam](#) [@marcofole](#)
[@WorldFrom_Space](#)
[@beyond_center](#) [@MurmurationSas](#)
[@MountainNow](#)
More at [bit.ly/3bFJfFr](#)
[pic.twitter.com/2j6lc56XYN](#)



🔁 11 ❤️ 24

Image 24 e-shape twitter posts

Help Desk

Apart from classical communication and dissemination activities, the dedicated e-shape Help Desk (D6.4) platform facilitated and enhanced the communications with users and with stakeholders mainly during the entire onboarding process. The e-shape Help Desk was the tool for the applicants to submit their proposal and to ask questions related to the process.

The Help Desk platform was updated accordingly after the second onboarding call and the new onboarded pilots received their credentials as moderators. The platform served more than 60 requests.

More specifically, Help Desk received a total of 33 applications coming from: 23 private companies, 3 RI, 4 Universities, 2 NPF, 1 public institute.

3. 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 34 months of the project WP6:

- In light of the mandatory Challenge 14 that is foreseen for Sprint 2, created and sent a mini communication plan template along with action guidelines that are conducive to a coherent implementation. WP6 supported and monitored Challenge 14 and encouraged the pilots to leap into action with commitment and willingness to amplify e-shape's communication KPIs.
- Following the discussion points from the 2nd review meeting and the main goal that was set for the website, to tune it from a "project website" to a next level suited to be maintained after the project and ensure the further exploitation of all results, WP6 started the implementation of the website revamp in collaboration with the required WP's and pilots. For this particular task a working group was set up composed of representatives from each WP, to brainstorm and collaborate internally in order to move forward with the website's updating process.
- Continued to develop an internal-external strategic dissemination and communication plan by raising awareness, aiming to present ourselves better and build brand recognition in times to come.
- Continued to introduce 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.).
- 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 2022, focusing on Challenge 14 and highlighting main aspects of this particular challenge.
- As WP6, we are still facing difficulties in raising feedback regarding the communication and dissemination actions. In order to keep partners in track and develop an effective communication, WP6 maintains a persistent approach that includes: sending numerous reminders through e-mail 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 for instance, we organized at the GA a dedicated communication session with the ultimate goal to motivate partners by sharing inspiring experiences as well as success stories from pilots, during Challenge 14.

Additionally, it seems that, even though detailed guidelines specifying the communication KPI's and milestones, for Challenge 14, have been sent to all pilots in order to alleviate any possible ambiguity, the notion remains an enduring challenge. WP6 will put effort to ameliorate this situation always in collaboration with the pilots.

The following table summarises WP6 KPIs. 70% of our overall annual KPIs have met their target. In the course of time, with Challenge 14 as a key lever and as the impact of the e-shape project maximizes and activities develop, more targets will be achieved.

Table 2: 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 4 th of March 2022	Status
O5 (updated)	Increase awareness of scientific results	No. of articles in scientific journals and conferences	> 20	46 in total (27 reference period)	Exceeded
		No. of webinars	7	7 webinars have to be organised by July 2022	Reached
		No. of participations in scientific conferences and workshops	> 20	71	Exceeded
	Target a wide range of audiences using tailored communication tools	Unique website visitors at the end of the project	> 10000	14.625 unique visitors (6.293 reference period)	Exceeded
		Printed brochures distributed to stakeholders	3.000	310	Not on track (COVID)
		No. of communication material (printed or digital) produced during the lifetime of the project	> 50	Printed 8 / Digital more than 120 (including 2nd onboarding call)	Exceeded
		Total No. of downloaded communication materials	> 100	approx 40	On track
		Subscribers to newsletter	50 per year	50	Reached
		Social media followers (Twitter, Facebook, LinkedIn) – 16/4/21	Double audience each y.	FB 296 Twitter 915 LinkedIn 761	



		No. of articles in magazines and media	> 100	75 (challenge 14)	On track
		No of video views in YouTube	> 1000	1304 views of e-shape videos.	Reached
	Establish and maintain helpdesk	No. of requests served by the Helpdesk	>100 1st y./double every y.	123(60 requests 2 nd onboarding call)	Reached
		No. of stakeholders served	>50 per y.	44 private companies 14 RI/Universities, 2 NFP 1 public institute 2 Consultancy 2 SME (in total)	Reached

4. 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.

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 are to:

1. Monitor Sprint 2, challenge 14.
2. Maintain continuous and direct interaction with WPs (WP4&WP5).
3. Promote further the Help Desk and continue attracting / engaging new users/ stakeholders to Help Desk platform in collaboration with pilots.
4. Organize 7 webinars (1 per SC)
5. Produce 1 video for all Showcases
6. Create a new updated e-shape brochure depicting the project's progress
7. Continue communicating success stories on a broader level.
8. Continue disseminate services, products and data through dedicated communication actions.
9. Continue to raise awareness through conferences/webinars.
10. 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.
11. Update the e-shape website as the project progresses and more activities kick off.

END OF DOCUMENT