



EuroGEO Showcases: Applications Powered by Europe

Final report on Communication and Dissemination Activities (D6.9)



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ABSTRACT

This document reports the e-shape Communication and Dissemination actions carried out in the period 34 months to 44 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.

It is worth mentioning that the injection of the mandatory Challenge (#14), which included dedicated communication plans for each Pilot in the Sprint activities, has been proven to be a game changer communication and dissemination-wise as well as a pivotal factor in achieving WP6 KPI's, while reaching the niche audience in each Pilot's domain of interest. As a result, the external impact of e-shape's outreach strategy was significantly increased.

This report includes a tracking of e-shape's Communication KPIs, which were not only reached for all indicators but also exceeded the initial target for most of them.

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EXECUTIVE SUMMARY

This document reports the e-shape Communication and Dissemination actions carried out over the last 10 months (March 2022 - December 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 further promote and communicate the e-shape news and events as they were presented in D6.7, 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, D6.5 and D6.7.

Also, taking into consideration the project's Dissemination Strategy goals, the project during the 44-month period even though maintained a greater response to Research, Institutional and Academic Community, the last 10 months e-shape was presented in several meetings aiming at reaching more users and stakeholders outside the EO community.

Furthermore, following the discussion points from the 3rd review meeting, one of the main goals of WP6 was to update the available ID cards of the Pilots, in the website, with the corresponding services' links and success stories, in the framework of "reflecting" the e-shape legacy, by end of November in view of EuroGEO Workshop 2022. The implementation of the aforementioned has been completed accordingly. In the same manner, additional website updating actions took place according to the reviewers' comments.

As we highlighted in D6.5 and D6.7, during Sprint 2, in order to tackle the difficulties WP6 faced in raising feedback regarding the communication and dissemination actions and strengthen communication activities within e-shape, a mandatory communication Challenge (#14) was included which entailed the active participation and commitment of the Pilots to achieve e-shape's communication KPIs. Challenge (#14) is ongoing until the end of the project's lifetime to ensure the work carried out by the Pilots will continue to effectively be captured and communicated to the broader audience and maintain the successful communication approach. It is worth mentioning that the mandatory Challenge #14 has been proven to be a game changer communication and dissemination-wise and a pivotal factor in achieving WP6 KPI's.

With regards to the mandatory challenge related to communication activities and in order to facilitate the process for the new onboarded Pilots (second onboarding call), WP6 created and sent a mini communication plan template along with action guidelines that were 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.

Furthermore, during the reporting period an extended and premium booklet reflecting the e-shape journey was developed having as a main target to command attention and elevate communication impact. As a result, a powerful informational brochure, with great visuals and succinct content that conveys highlights per pilot within each showcase and pivotal work packages, was created.

In the same spirit WP6 developed a powerful video providing the opportunity to virtually delve into the e-shape showcases and beyond. It was presented to several events as well as the 7 Showcase Webinar series.

During Sprint 2, the 7 Showcase Webinar series [1 per Showcase] (D6.8) were successfully organized and conducted in collaboration with Work Packages and Pilots. WP6 following a fruitful meeting with all Showcase coordinators 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, supported the organization and the communication of the Webinars but at the end of day the SC coordinators in collaboration with the Pilot leaders were responsible to create these webinars. The main goal of the Showcase Webinar series was to promote the results of the Work packages, Showcases and Pilots, primarily to the public sector, private sector as well as end users. More details regarding the 7 SC Webinar series are available in D6.8.

Finally, in light of the fact that this year's edition of EuroGEO Workshop 2022, is considered a threshold for e-shape in terms of showcasing successful results as an H2020 flagship European project, WP6 in order to give prominence to this endeavor, an impactful targeted communication campaign (i.e. dedicated e-banners, give-away gifts, social media posts, gif videos), was designed.

Abbreviations and Acronyms

DOW	Description of Work
EO	Earth Observation
e-shape	EuroGEO 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
WP	Work Package
SC	Showcase
UN	United Nations

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1. INTRODUCTION

This document reports the e-shape Communication and Dissemination actions carried out in the last 10 months (March 2022 – December 2022) of project implementation in line with the Communication, Dissemination Strategy and Action Plan of e-shape (Deliverables D6.1, D6.3 and D6.7). 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 final report on communication and dissemination action plan which was implemented during the period March 2022 – December 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 FINAL REPORT ON COMMUNICATION AND DISSEMINATION ACTION PLAN

Taking into account the communication targets presented in D6.1 and the key messages, e-shape maintained 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 as the communication activities as presented in D6.1, D6.5 and D6.7 is an ongoing action and during the period March 2022-December 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.
- Organizing and conducting, during Sprint 2, the 7 Showcase Webinar series [1 per Showcase] in collaboration with Work Packages and Pilots. WP6 following a fruitful meeting with all SC coordinators 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, supported the organization and the communication of the Webinars but at the end of day the SC coordinators in collaboration with the Pilot leaders were responsible to create these

webinars. The main goal of the Showcase Webinar series was to promote the results of the Work packages, Showcases and Pilots, primarily to the public sector, private sector as well as end users. More details regarding the SC Webinar series are available in D6.8.

- Dedicated communication campaign for the EuroGEO Workshop 2022 that included: targeted social media posts, gif videos, e-banners and custom made, fit-for-purpose, compelling give away gifts with the motto “We e-shape EuroGEO” and basic e-shape information (i.e. website, social media).
- Motivating all Pilots by accentuating the powerful impact of “transforming” their key messages to a positive storytelling.
- 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 highlighting 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 actions in order to streamline communication within the consortium, indicatively:
 - ✓ Confluence and SSS, as mentioned in D6.5 and D6.7, are the main platforms for internal communication and are used by project partners 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 entailed the active participation and commitment of the Pilots to achieve e-shape’s communication KPIs and is ongoing until the end of the project’s lifetime.

In light of the mandatory challenge related to communication activities, WP6, with a view to facilitate the process the new onboarded Pilots (second onboarding call), 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 were and 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.

2.2 Updated final dissemination plan

Taking into consideration the project's Dissemination Strategy goals, the project during the 44-month period even though maintained a greater response to Research, Institutional and Academic Community, the last 10 months e-shape was presented in several meetings aiming at reaching more 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.

In terms of dissemination and outreach project consortium partners have attended until now more than **95 events and workshops and published 66 scientific papers** in journals and conferences.

2.2.1 Updated Implemented activities

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

During the evolution of the pandemic, most of the workshops were held virtually. However, in the post pandemic period, more physical events were organized and 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 **6 workshops for the e-shape Pilots**. Notably:

[Earth Observation solutions for smart cities, urban planning & maritime: Hands-on e-shape pilots](#)

On the 17th of May 2022 (15:00 – 17:00 CET) at Palazzo Rasponi dalle Teste Piazza Kennedy in Ravenna (Italy) an e-shape labelled event was held in Italian and presented some of the project's pilots related to maritime activities. The structure of the workshop was flexible and completely customizable according to the needs of the co-organisers. The first part set the stage by introducing the audience to EO markets trends and the potential of satellite applications for the use and benefit of specific users' categories with a particular focus on the policy development and funding opportunities. 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.



Image 1 e-shape Ravenna Workshop banner

Introducing EO open license compliance and challenges for the e-shape Pilots

On 19th of May 2022 (14:30 – 15:45 CET) an online webinar was held entitled “Introducing EO open license compliance and challenges for the e-shape Pilots”. This webinar focused on raising awareness to the scientific community on the application and interpretation of open-source licenses and was directed to the e-shape pilots as well as to the entire consortium however, based on the feedback, this webinar was also addressed to a broader audience. The webinar “Introducing EO open license compliance and challenges for the e-shape Pilots” sought to raise awareness on licenses about: supporting the transition from research to business, advocating good credits management to encourage data sharing, supporting e-shape pilots on how to draft their own licence for the output product, facilitating and accelerating products publication and upscale the usage.

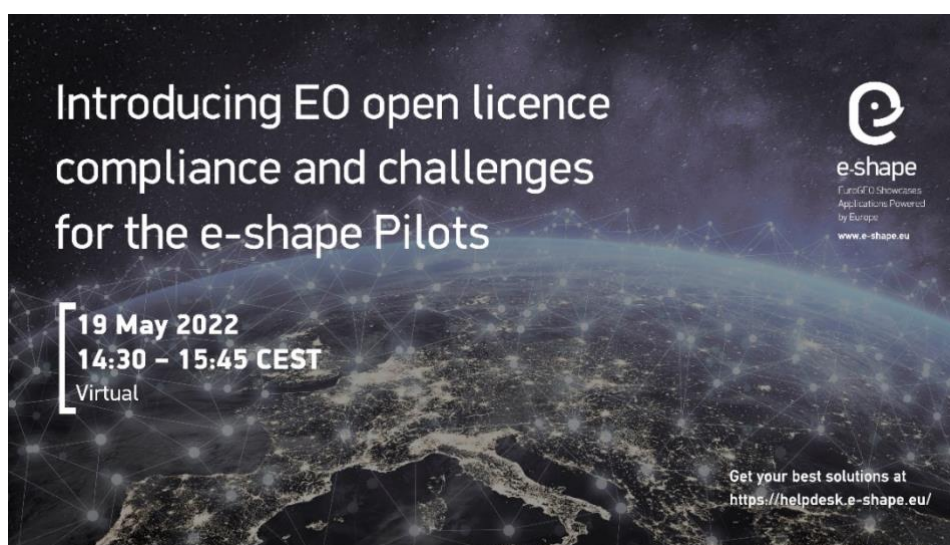


Image 2 e-shape Webinar EO open license banner

[e-shape at EGU General Assembly 2022](#)

e-shape had a strong presence in the EGU General Assembly 2022 with a session "The e-shape project: Earth Observation based solution with and for the users. Hands-on the e-shape Pilots' services" that was held on May 26. The workshop revolved around the presentation of the coordinated approach to support research communities demonstrating and bringing their EO-based solutions to serve policy makers, civil society, civil protection mechanisms and private users, boosting innovation in the field of Sustainable Development Goals and in the agriculture policies. It introduced EO-based applications in the agriculture, climate and water resources sector developed within the e-shape project and exemplified solutions that not only can support disaster resilience, raise awareness and risk response capability at the EU level, but can be integrated into users' daily workflows. The aim was to bring together research and scientist communities to discuss about opportunities and challenges, reaching new community of users, and injecting knowledge exchanges on co-design methodologies to develop the operational uptake of mature EO-based services. Furthermore, partner Marie Françoise Voidrot from OGC, on the 24th May [Room 0.31/32] gave a presentation entitled "Lessons learned from e-shape H2020 Project on the use of the Cloud for Earth Observation".

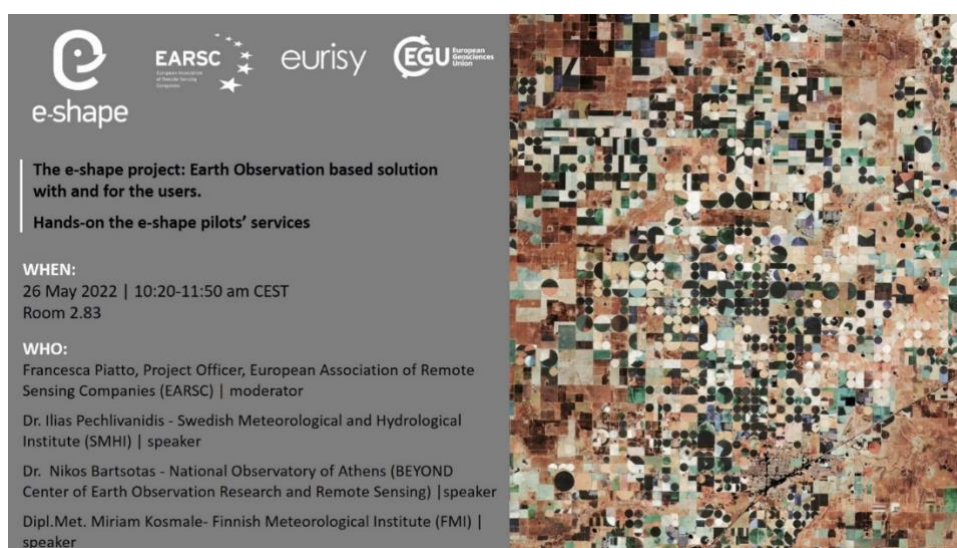


Image 3 e-shape EGU General Assembly 2022 banner

[Earth Observation solutions for sustainable development: hands-on e-shape climate services](#)

On the 7th of June 2022 (09:00 – 16:00 CET) at ITU Suleyman Demirel Cultural Center in Istanbul (Turkey) an e-shape labeled national event was held and presented some of the project's Pilots related to sustainable development and climate change. The first part of the workshop set the stage by introducing the audience to EO markets trends and the potential of satellite applications for the use and benefit of specific users' categories with a particular focus on the policy development and funding

opportunities. 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 maximize the value for users. The presenters provided hands-on training and users' benefit. The format had foreseen a Q&A and was meant to be interactive engaging with the through live pools and request for feedback useful to inject in the co-design methodology of the service development. The e-shape workshop introduced EO-based applications developed through the project within the selected e-shape 7 thematic showcases among Agriculture, Health, Energy, Ecosystem, Water resources, Disaster Resilience, Climate; integrated the EO-based applications into users' daily workflows; brought together research, end users and civil society that want to benefit from the understanding and entering the EuroGEO initiative; informed the participants about what the pilot's service will grant access to in terms of Copernicus data and user's benefit; fostered discussions and exchange about opportunities and challenges with new potential users of EO-based applications; injected knowledge exchanges on co-design methodologies to develop the operational uptake of mature EO-based services. The event also attracted the attention of the Turkish media with the e-shape project being in the foreground.

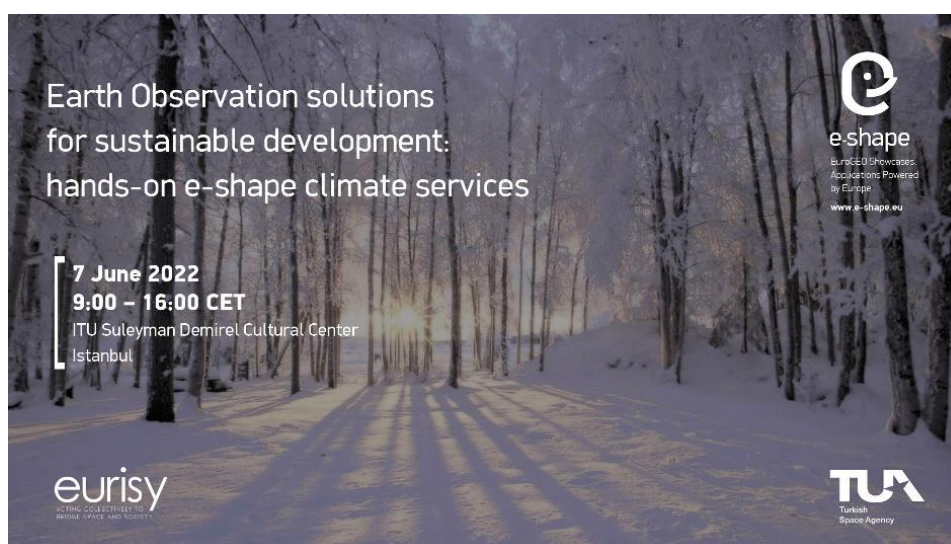


Image 4 e-shape labelled event banner

[e-shape at EXPANDEO & THE FIRE FORUM 2022](#)

The e-shape workshop held in The International Auditorium in Bruxelles-Belgium on the 15th of June 2022, sought to capitalize the knowledge and the value gathered, by unifying the community of users and discussed the expansion and the sustainability of the e-shape Pilots across the 7 e-shape thematic, with a focus on the energy and water resources sector. This workshop brought together research, end users and civil society that wanted to benefit from the understanding and entering the EuroGEO initiative. Furthermore, the audience was informed about what the pilot's service will grant access to in terms of Copernicus data and user's benefit with examples on e-shape

pilots support from a co-design, uptake, and sustainability approach (added values and solutions).



Image 5 e-shape EXPANDEO & the Fire Forum 2022 banner

[e-shape workshop on EO solutions for energy, climate change & environmental management](#)

On the 8th-9th of November 2022 at Warsaw, Poland an e-shape labelled event was held that presented some of the project's pilots related to energy, climate change, and environmental protection. The first day of the workshop set the stage by introducing the audience to EO markets trends and the potential of satellite applications for the use and benefit of specific user categories in Poland. The second day was dedicated to the presentation of e-shape pilot projects, which coupled with presentations from local actors (public administrations and/or private companies) using or willing to use EO-based services. The Q&A sessions engaged speakers and audience in a discussion about the usability of the pilot services presented and their relevance for the needs of public administrations and private companies in Poland.



Image 6 e-shape Earth observation solutions workshop banner

[e-shape at GEO Virtual Symposium 2022](#)

e-shape successfully participated at the GEO Virtual Symposium 2022 in the session "Advancing Open Data within the GWP through New Tools and Services" that was held on May 3. Partners from MINES Paris, PSL University – ARMINES, shed light on the “e-shape Data Management Plan Tool | A contribution to GEO” within the context of the session’s objective to share the various tools and services that the Data Working Group is establishing to advance the Data Sharing and Data Management Principles in the GWP activities. The symposium fostered a productive dialogue among local stakeholders, GEO Work Programme (GWP) activities and other partners to discuss transversal environmental and societal issues, identifying potential integrative EO-based solutions in selected regions, strengthening synergies among GWP activities and enhancing their capabilities of supporting decisions in a real-world scenario.



Image 7 Geo Virtual Symposium 2022 banner

Online Webinar of the "Health Surveillance Air Quality | HSAQ" Pilot

e-shape Pilot 2.3 organized, on the 1st of April, a successful dedicated webinar to the Health Surveillance Air Quality [HSAQ] pilot with the main goal to showcase success stories and results to the general audience. More specifically, the main objectives of the event were to introduce the newly developed TEASER online platform: a “marketplace of services” with global and unique city components utilizing a variety of existing EO infrastructure for health surveillance purposes, to interact with existing stakeholders towards the optimization of the TEASER, to attract new stakeholders, to introduce the e-shape Help Desk: a key tool for linking users with the pilot teams and to insure efficient and fruitful exchanges between “clients and service providers”. More than 50 participants attended the webinar, from almost 20 Organizations mainly from the public sector, and including ‘new stakeholders’ i.e. Organizations not having participated during the co-design process, or not already exchanged information with the pilot partners. After the short presentations and the introduction to the newly developed Teaser platform, an interaction with the participants took place, mainly through the chat channel. Lastly, a short introduction and guide focusing in the e-shape Help Desk was performed, so that stakeholders stay connected, providing comments or questions for the HSAQ pilot.

e-shape delivers two newly developed services!

e-shape Pilot, Nikos Bartsotas Pilot 4 | ResAGRI from BEYOND Centre of Excellence of the National Observatory of Athens, successfully presented the two new services developed for THESSTO industrial tomato cooperative. The main objective of the hands-on session was, for the farmers and the administration of the cooperative, to get a full spectrum of the services in order to facilitate the process of adapting it into their operational routine as well as identify opportunities for further enhancement. Apart from the four main services of ResAGRI that are already mature, two additional services were presented. Specifically, interactive 2d plots over Thessaly from our operational high-resolution NWP model provide 2m-temperature and Surface temperature overlaid with the 2022 cropping season parcels, to identify risks of late spring frost episodes which caused severe destructions during April 2021. The discussion was focused on clarification upon thresholds that can cause severe damage from weather perils. Especially for parameters that are not so straight forward such as hailstorm-related indices.

Dynamic meeting about field campaigns!

e-shape Pilot 1.2 | EU-CAP Support had a fruitful meeting, on the 28th of March 2022, with the Agriculture Cooperative of Orchomenos in Voiotia Greece, for upcoming cotton cultivation period. Dr. Dimitra Loka (Advisor, ELGO DIMITRA) presented based on in-situ inspections of the previous cultivation period, best agricultural practices, analysis of specific cases and how to be proactive in certain challenges (i.e. phytotoxicity). Ilias Tsoumas (Researcher, NOA) showcased the results of Agrowth platform use as well as subservices of it in the previous cultivation period. (eg.

accuracies of yield prediction and phenology estimation services). Additionally, the available services for this cultivation period, and the common vision for the next actions/activities, were presented to the audience. The primary purpose of this assembly was to initiate and sustain a lively, productive discussion among the participants, revolving around the finalization of field campaigns and in-situ inspection protocol topic.

Pilot 2.4 | EYWA at UN PSIPW - 5th International conference on the use of space technology for water resources management

e-shape Pilot 2.4 | EYWA - Early WArning System for Mosquito-Borne Diseases had a strong online presence at the United Nations PSIPW - 5th International conference on the use of space technology for water resources management held in Ghana on the 11th of May, 2022. At the session: "Space technology, water and health", the audience had the opportunity to explore the game changer in the domain of epidemics, EYWA system, which operates and distills information to monitor human health, supported by diverse domains of expertise including EO, advanced epidemiological and entomological modeling, and innovative AI and ML big data analytics. EYWA has officially unveiled how to transform scientific knowledge into decision-making and support the strategic planning of the EU in order to address a Pandemic State of Emergency worldwide. In recognition of this EYWA was recently awarded the first European Innovation Council Horizon Prize on Early Warning for Epidemics.



Image 8 United Nations PSIPW - 5th International conference banner

e-shape at the “National Workshop Greece: Satellite-based Services for Disaster Management”

e-shape Pilot 6.4 | ReSAgri - Resilient & Sustainable ecosystems including Agriculture & food and Senior Research Associate Dr. Nikos Bartsotas from the National Observatory of Athens had a strong presence in EURISY’s national workshop in Greece under the thematic “Satellite-based Services for Disaster Risk Management”. The presentation entitled “Engaging decision makers in the co-design of EO services for societal and economic sector resilience” focused on a number of user-centric services that have recently been developed for Precision Agriculture and how engaging decision makers in the co-design of EO services has an impact on societal and economic sector resilience was successfully presented to users and national stakeholders.

[How can you use satellite data to meet the regenerative farming requirements? Our partner DynaCrop brings an answer!](#)

Within the framework of e-shape, partner DynaCrop, organized a series of individual workshops with the ultimate goal to shed light on how Earth Observation products can help monitor Soil Organic Carbon variations. The importance of using maps to optimize field sampling and organic fertilizing as well as the effects of cover cropping on soil moisture trend were highlighted.



Image 9 Workshop series banner

[Dialogue series on data sharing and data management principles](#)

Data sharing and data management principles need to be advocated in the EO expanding community. GEO Secretariat launched a service to raise awareness and highlight their importance. Starting on 5th of September, the GEO Data Sharing and Data Management Principles subgroups were running a webinar every Monday from 16:00 to 17:30 CEST to raise awareness about the GEO principles and their benefits. The webinars aimed at all Earth observation stakeholders, including data producers, technology providers, scientists, researchers, business developers, decision makers and policy makers. Members of the Earth observation community discussed their experience implementing the principles, talked through how they tackled challenges and showcased the impact they realized.



Image 10 Dialogue series banner

[e-shape at EU Global Action on Space | Africa](#)

e-shape Pilot 2.4 | EYWA - Early Warning System for Mosquito-Borne Diseases and pilot 3.1 | nextSENSE: solar energy nowcasting and short-term forecasting system had a strong presence at the event Current and future opportunities for EU-Africa cooperation in the Space domain, organized by the EU Global Action on Space on 6th of September 2022. At the session “Research as a tool for engagement in space”, our partner from the e-shape Health Showcase, had the opportunity to present the use of space and earth observation technologies in predicting mosquito and mosquito-borne disease outbreaks, the Africa case. On the other hand, partner from the e-shape Energy Showcased, presented and discussed how the nextSENSE system can provide solar energy nowcast and forecasts, and how these services have been utilized in African countries. The potential for further use of the system in Africa has been also discussed. NextSENSE has been improved and upscaled in the context of the e-shape project.



Image 11 EU Global Action on Space screenshot

[e-shape sheds...light on the potentials of the nextSENSE system](#)

e-shape Pilot 3.1 | nextSENSE: solar energy nowcasting and short-term forecasting system participated in the online workshop entitled “EO-based products to improve renewable energy forecasts” held on 27th of September, 2022. Partner Ilias Fountoulakis from BEYOND Centre of the National Observatory of Athens presented, to potential users from the private and academic sectors, the capabilities of the nextSENSE system for solar energy forecasting and nowcasting as well as renewable energy-related services, such as solar energy, aeolian energy and hydroelectric power, from different e-shape pilots. In addition to the solar energy related products, other potential services related to health and agriculture were presented. At the end of the presentation there was a very constructive discussion regarding the latter services. The participants were mainly interested in the UVIOS system (for the nowcasting of the ultraviolet index) and feedback for potential new applications relative to the risk of ultraviolet exposure, was received.

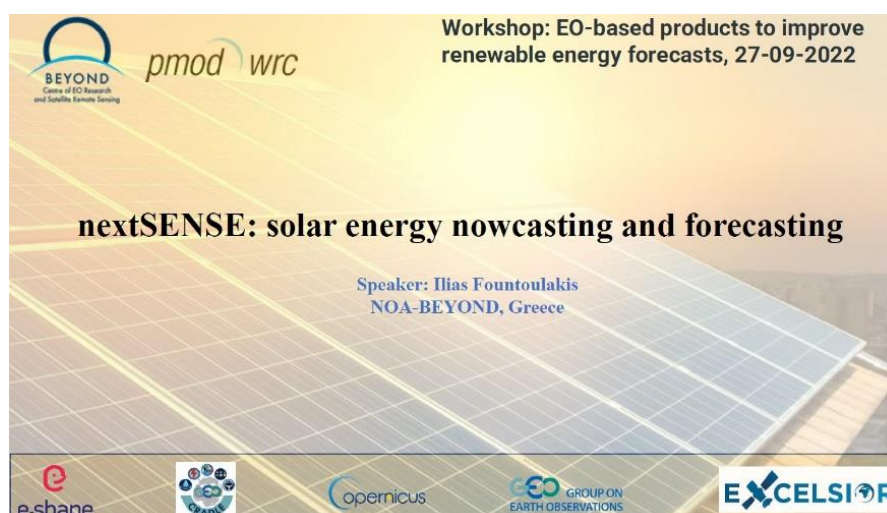


Image 12 next SENSE workshop screenshot

[e-shape at the 8th World Congress on Photovoltaic Energy Conversion](#)

Partner ARMINES (OIE) had a strong presence at the 8th World Congress on Photovoltaic Energy Conversion at the Parallel event: Solar Resource and Forecast Data for Planning and Operating PV Plants (IEA PVPS Task 16) on the 27th of September 2022. More than 25 participants had the opportunity to delve into the e-shape project and Pilot 3.2 | High photovoltaic penetration at urban scale through our e-shape experts Rodrigo Amaro e Silva and Philippe Blanc and their presentation entitled "Solar resource for cities (solar cadasters)". The main objective was to provide an overview on the topic while showing how e-shape research from ARMINES/OIE is paving the way. With a view to elevate the e-shape presence, a poster entitled "Estimating Global Horizontal Irradiance at the Urban Level: A Sensitivity Analysis Using Different Digital Surface Models" was also presented, focusing on evaluating different Digital Surface

Models (3d urban maps) for calculating urban solar resource, considering location from e-shape pilot.

[e-shape at the ITU /WMO/UNEP Workshop on Artificial Intelligence for Natural Disaster Management](#)

Dr. Haris Kontoes, Research Director of NOA and Scientific Director of the BEYOND Operational Unit of IAASARS/NOA participated in the workshop of the International Telecommunications Union on Artificial Intelligence for natural disasters management which was held on the 24th of October 2022, at the Ministry of Digital Governance. In the session "AI for forecasting and projecting" more than 50 participants had the opportunity to learn more about the EU award-winning system and e-shape pilot 2.4 | EYWA - Early WARNING System for Mosquito-Borne Diseases, with a presentation entitled: "EYWA: An established Early Warning System Expanding to new Frontiers".

[e-shape at GEO Week 2022](#)

e-shape project, once again, left its mark on the GEO Week 2022 held in Ghana-Accra. On the 1st of November, Dr. Haris Kontoes from the National Observatory of Athens showcased, during the side event: Earth Observation and Health: Early Warning Systems and beyond! the award winning from the EIC, pilot EYWA - Early WARNING System for Mosquito-Borne Diseases with a special focus on the main objective of the e-shape pilot to expand and extend the EYWA system capabilities to non-European territories (Ivory Coast - Africa, Thailand-Asia). This side-event of 1.5 hours on Earth Observation and Health, was organized by the European Commission with support of the GEO Health Community of Practice/EO4Health. The event aimed to explore the opportunities Earth observation offers for health, targeting the holistic "One Health" domain and with the intend to deliver messages contributing to GEO Post 2025. Particular emphasis was given to early warning systems – fitting within the GEO priority targeting EWEA (Early Warning Early Action). This side-event tackled both Early Warning (following the solutions under the EIC Horizon Prize on Early Warning for Epidemics) and Early Action. Furthermore, our partners Marie Françoise Voldrot and Lionel Menard with their presentation entitled "Ongoing Efforts by the Data Working Group on advancing Data Sharing and Data Management principles", had an impactful participation on the 31st of October, at the session "Open data policies global overview and focus in Africa". The adoption of data sharing and open data policies in the African continent is not fully implemented. This side event constituted the occasion to fully focus on the African continent and identify further steps with respect to understand and promote these important GEO Principles.

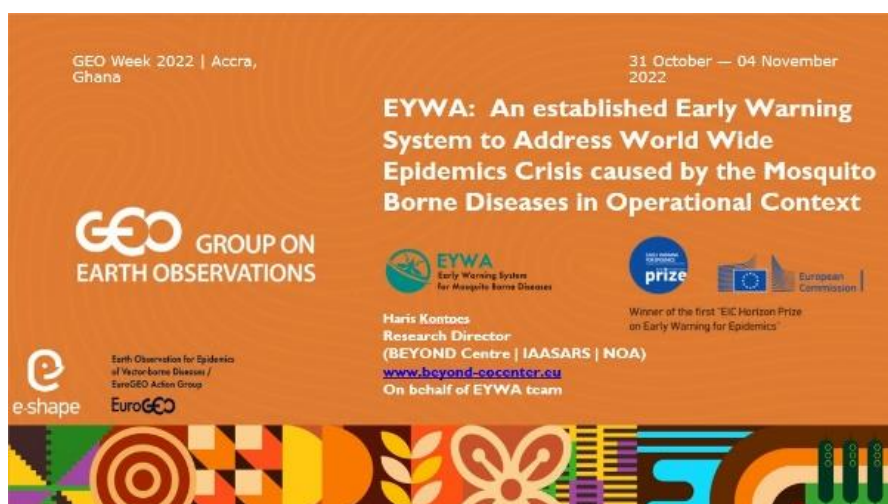


Image 13 e-shape GEO Week 2022 banner



Image 14 e-shape GEO Week 2022 banner

[e-shape pilot nextSENSE beyond European borders!](#)

Partner Ilias Fountoulakis, from the National Observatory of Athens and PMOD-WRC, virtually participated on the 6th of September at the event “Current and future opportunities for EU-Africa cooperation in the Space domain” held at Pretoria - South Africa, with the presentation entitled “Solar energy nowcasting and forecasting with nextSENSE”. At the session “Research as a tool for engagement in space”, pilot nextSENSE: solar energy nowcasting & short-term forecasting system, had the opportunity to present the potential uses of the nextSENSE model at the African continent, which possesses the largest potential for solar energy production globally. Use of solar energy gives a great opportunity to provide cheap, affordable, reliable, and sustainable energy to Africans and achieve welfare, economic growth. Solar energy nowcasting and forecasting can play a key role in the optimization of the solar

energy forecasting. The event, which attracted more than 40 members from African private companies, academia public authorities etc. and are considered as key stakeholders, was focused on the overarching theme of the ongoing and future collaboration between the EU and Africa in the space domain. It showcased how African space stakeholders and local communities can benefit from the EU Space Programme. More broadly, the event aimed to further foster synergies and collaboration between the EU and the African space ecosystems. At the end, a fruitful discussion was performed with potential stakeholders.

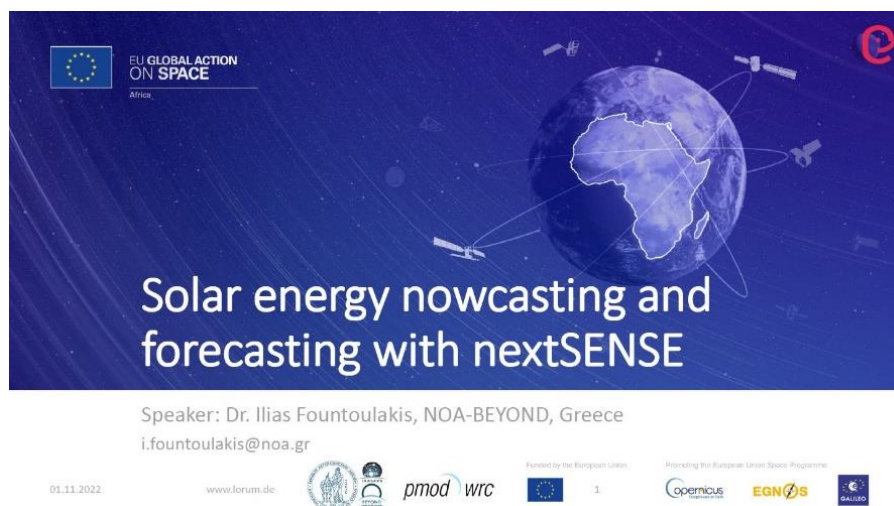


Image 15 EU Global Action on space event screenshot

[Online workshop EO-based products to improve renewable energy forecasts](#)

On the 27th of September 2022 e-shape Pilot nextSENSE: solar energy nowcasting & short-term forecasting system participated in the online workshop “EO-based products to improve renewable energy forecasts”. Partner Ilias Fountoulakis from the National Observatory of Athens and PMOD-WRC, with his presentation entitled “nextSENSE: solar energy nowcasting and forecasting” had as a main goal to showcase, to potential stakeholders, services related to solar energy that can be provided using the nextSENSE system.

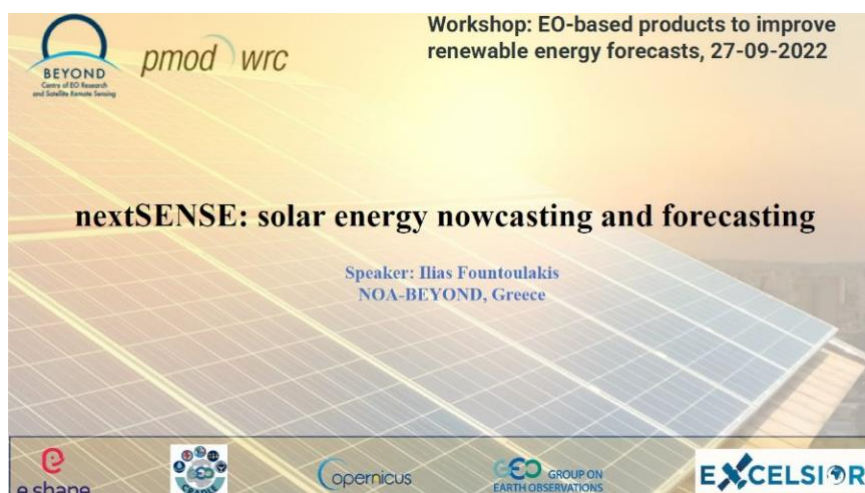


Image 16 nextSENSE workshop screenshot

[e-shape project beyond borders! NASA event](#)

Partner Ioannis Manakos from the Centre for Research and Technology Hellas (CERTH) exquisitely represented the flagship H2020 project e-shape at the 2021 -22 NASA LCLUC Science Team Meeting & Silver Jubilee Celebration on the 18th to 20th of October, 2022 in Maryland, USA. The main objective, during the NASA event, was to present the land cover and land use utilization within myEcosystem and Food Security and Sustainable Agriculture showcases of e-shape and provide 'An Overview of European Research Directions in Land-Use Science' aiming to facilitate exchange of knowledge and advancements with overseas colleagues, as a partial result of e-shape myEcosystem activities. 80-110 participants from various Universities, Research Organizations, Governmental Agencies and Companies, mainly NASA LCLUC program members, initiated lively discussions pivoted around the validity of the results and services, the agricultural pilots in relation with GEOGLAM and food security as well as the future developments from Landsat Next and Sentinel-2 missions and the way these improvements will influence our products and services. The impact was immense since the audience of such a high level event, was introduced for the first time to the e-shape activities and outcomes with a targeted promotion of the e-shape project to the NASA LCLUC website.



Image 17 NASA event banner

[e-shape shakes the EuroGEO Workshop 2022 by blazing new trails for the EO market](#)

e-shape, as a flagship European project, was in the frontline at this year's edition of [EuroGEO Workshop 2022](#) held in Athens, Greece, from 7th-9th December 2022. With a united message and motto "Blazing new trails for the EO market" that encapsulated and conveyed the project's entire mission for the way forward, the e-shape consortium's prevailing presence gave prominence in the e-shape legacy by showcasing successful results, new services, how the project contributes to the SDGs targets etc. The communications team of e-shape, in order to propel this endeavor, organized a dedicated communication social media [pre](#) and [main](#) campaign, created targeted e-banners and designed impactful, fit for purpose, compelling give-away gifts for the conference. It is worth mentioning that during this 3-day workshop, the majority of the topics discussed dealt directly or indirectly with sustainability and e-shape project, with its 37 pilots in 7 showcases, contributed to the targets of the Sustainable Development Goals by proposing solutions to combat poverty, inequality, climate change, environmental degradation and to support prosperity, peace and justice. You may find more details [here](#).



Image 18 EuroGEO Workshop 2022 banner

2. Synergies with other H2020 projects-initiatives:

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

[e-shape at Earth Observation information events in Albania](#)

A series of informative events on Earth Observation were organized in Albania on May 09-13, 2022 by the BEYOND Center of Excellence of the National Observatory of Athens (NOA), in collaboration with PRAXI Network/FORTH and with the support of the Embassy of Greece in Tirana and the Consulate General in Gjirokaster. The first Action was held at the Academy of Sciences in Tirana. Specifically, during the event, the e-shape project was introduced to relevant stakeholders in Albania enhancing their knowledge acquired on the domain of disasters and agriculture. The action aimed to reach all the potential Albanian recipients of Copernicus in Research, Academia and decision making bodies. The second action was an info-day at the University of Gjirokaster that aimed to raise awareness in the Region and informed the relevant players about the Copernicus EU Programme, by demonstrating the emerging opportunities from using Copernicus to new groups of people, previously not aware of it but potentially very interested. Additionally, a special workshop on the 'Sustainable Agriculture' thematic was offered to interested stakeholders in the Subsidiary Sarandë - University of Tirana. In this workshop, the participants learned in practical level the value and opportunities offered by Copernicus towards public services. Furthermore, on the 12th of May 2022 e-shape Pilot 1.2 | EU-CAP Support in collaboration with pilot 6.4 | ReSAgri - Resilient & Sustainable ecosystems including Agriculture & food from NOA, organized a dedicated online training seminar with a view to efficiently present the Agrowth and ReSAgri e-shape services. The events were organized in the framework of the FPCUP (Caroline Herschel Framework Partnership Agreement) and the e-shape (H2020) Project and the entire action plan was published and promoted through the Albanian local media (TV) with a special mention to the e-shape project.

e-shape & WaterForCE H2020 projects in synergy

Pilot 5.6 | EO based phytoplankton biomass for WFD reporting in synergy with the H2020 project Water-ForCE participated in the webinar that was organized on the 27th of April 2022. Partner, Dr. Annelies Hommersom from Water Insight, as an expert in water quality monitoring with optical satellites virtually presented the topic "How services based on the Sentinel satellites can support monitoring for the EU Water Framework Directive" to more than 25 participants from various organizations (i.e. academia, companies, SME, institutions, universities). The main objective was to showcase results and successful examples from the e-shape pilot.

3. Publications:

Partners have published 66 scientific publications in total. The latest publications (March 2022-December 2022) are:

Scientific publications (indicatively)

1. X. Hou, K. Papachristopoulou, Y-M. Saint-Drenan, S. Kazadzis. Solar Radiation Nowcasting Using a Markov Chain Multi-Model Approach. *Energies* 2022, 15, 2996. <https://doi.org/10.3390/en15092996>
2. I-P Raptis, K. Eleftheratos, S. Kazadzis, P. Kosmopoulos, K. Gierens, I. Fountoulakis, K. Papachristopoulou, D. Kouklaki, A. Kazantzidis, C. Benetatos, V. Psiloglou. Evaluation of the Solar Energy Nowcasting System (SENSE) using Multiple Ground Based Measurements. EMS Annual Meeting 2022, Bonn, Germany, 5–9 Sep 2022, EMS2022-204. <https://doi.org/10.5194/ems2022-204>
3. D. Kouklaki, K. Papachristopoulou, I. Fountoulakis, I.-P Raptis, S. Kazadzis, K. Eleftheratos. Direct effect of Aerosols on Surface Solar Radiation (GHI and DNI) for Solar Energy: sensitivity study using CAMS, satellite-based and ground-based measurements. EMS Annual Meeting 2022, Bonn, Germany, 5–9 Sep 2022, EMS2022-400. <https://doi.org/10.5194/ems2022-400>
4. K. Papachristopoulou, I. Fountoulakis, A. Gkikas, P. G. Kosmopoulos, P.T. Nastos, M. Hatzaki, S. Kazadzis. 15-Year Analysis of Direct Effects of Total and Dust Aerosols in Solar Radiation/Energy over the Mediterranean Basin. *Remote Sensing*, 14, 2022. <https://doi.org/10.3390/rs14071535>
5. M. Kosmale, J. Ikonen, M. Moisander, T. Smolander, H. Ovaskainen, A. Poikela, M. Strahlendorff. Harvester Seasons – A forestry service supporting climate smart operations. Finnish Meteorological Institute. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-05-RL>
6. M. Aquilino, C. Tarantino, E. Athanasopoulou, E. Gerasopoulos, P. Blonda, G. Quattrone, S. Fuina, M. Adamo. EO4Migration: The Design of an EO-Based Solution in

- Support of Migrants' Inclusion and Social-Cohesion Policies. Remote Sensing, 14, 2022. <https://doi.org/10.3390/rs14174295>
7. K. M. Kohonen, R. Dewar, G. Tramontana, A. Mauranen, P. Kolari, L. M. J. Kooijmans, D. Papale, T. Vesala, I. Mammarella. Intercomparison of methods to estimate gross primary production based on CO₂ and COS flux measurements. Biogeosciences 2022, 19, 4067-4088. <https://doi.org/10.5194/bg-19-4067-2022>
 8. N. Pirrone, P. Mazzetti, S. Cinnirella, E. Athanasopoulou, E. Gerasopoulos, J. Klánová, A. Lehmanne, J. M. Pau, T. Petäjä, L. Pokorný, K. Šebková. The science-policy interfaces of the European network for observing our changing planet: From Earth Observation data to policy-oriented decisions. Environmental Science & Policy, 2022. <https://doi.org/10.1016/j.envsci.2022.09.006>
 9. I.P.Raptis, A.Moustaka, P.Kosmopoulos, S.Kazadzis. Selecting Surface Inclination for Maximum Solar Power. Energies 2022, 15, 4784. <https://doi.org/10.3390/en15134784>
 10. S.Buchholz, A.Paxian, B.Mannig, A.Hoff. Seasonal climate predictions for German cities to strengthen urban resilience to climate variability. Finnish Meteorological Institute. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-06-RL>
 11. S.Oswald, M.Zuvela-Aloise, M.Avan, C.Schubert. Future climate projection of heat indices for Austrian major cities: Strengthening urban resilience and meeting user needs. Finnish Meteorological Institute. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-08-RL>
 12. O.Hyvärinen, A.Vajda, M.Rantanen, A.Tack, M.Silvennoinen. Urban resilience to extreme weather - Sub-seasonal and seasonal forecasts for winter maintenance activities in Helsinki. Finnish Meteorological Institute. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-04-RL>
 13. F.M. Rana, M.Adamo. Uncertainty Analysis in SAR Sea Surface Wind Speed Retrieval through C-Band Geophysical Model Functions Inversion. Remote Sensing, 14, 2022. <https://doi.org/10.3390/rs14071685>
 14. O.Nanushi, V.Sitokonstantinou, I.Tsoumas, & C.Kontoes. Pest presence prediction using interpretable machine learning. IEEE (IVMSP 2022). Available preprint: <https://doi.org/10.48550/arXiv.2205.07723>
 15. S.Buchholz, A.Paxian, B.Mannig, A.Hoff. Seasonal climate predictions for German cities to strengthen urban resilience to climate variability. Finnish Meteorological Institute, 2022. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-06-RL>
 16. O.Hyvärinen, A.Vajda, M.Rantanen, A.Tack, M. Silvennoinen. Urban resilience to extreme weather - Sub-seasonal and seasonal forecasts for winter maintenance

activities in Helsinki. Finnish Meteorological Institute, 2022.

<https://doi.org/10.35614/ISSN-2341-6408-IK-2022-04-RL>

17. Vajda, O. Hyvärinen, M. Rantanen, A. Tack, M. Silvennoinen. Seasonal preparedness pilot -Sub - seasonal and seasonal prediction service for tyre companies. Finnish Meteorological Institute. <https://doi.org/10.35614/ISSN-2341-6408-IK-2022-02-RL>
18. D.Custódio, K. A. Pfaffhuber, T. G. Spain, F. F. Pankratov, I. Strigunova, K. Molepo, H. Skov, J. Bieser, and R. Ebinghaus. Odds and ends of atmospheric mercury in Europe and over the North Atlantic Ocean: temporal trends of 25 years of measurements. Atmos. Chem. Phys., 22, 2022. <https://acp.copernicus.org/articles/22/3827/2022/>
19. K. Papachristopoulou, I. Fountoulakis, A. Gkikas, P. G. Kosmopoulos, P. T. Nastos, M. Hatzaki, S. Kazadzis. 15-Year Analysis of Direct Effects of Total and Dust Aerosols in Solar Radiation/Energy over the Mediterranean Basin. Remote Sensing, 14, 2022. <https://doi.org/10.3390/rs14071535>

Publications in magazines-blogs (indicatively)

- e-news general article for e-shape project
<https://www.spaceconomy360.it/sistemi-satellitari/osservazione-della-terra-dati-satellitari-in-aiuto-dei-decision-maker-pubblici-e-privati/>
- e-news article for the onboarded Pilot 2.4 [showcase: health]
<https://moderndiplomacy.eu/2022/02/22/observations-from-space-help-scientists-get-one-step-ahead-of-the-tiny-but-deadly-mosquito/>
- e- article published in the Greek newspaper "Kathimerini", about the onboarded Pilot 2.4 [showcase: health]
<https://bit.ly/3ttMFo0>
- e-news article for Showcase Energy
<https://www.construction21.org/france/articles/h/dossier-energies-renouvelables-au-dela-des-cadastres-solaires-pour-le-developpement-du-photovoltaique-urbain.html>
- e-news article for Pilot 5.4 [showcase: water]
<https://www.odatis-ocean.fr/actualites/actualites-a-la-une/nouveaux-produits-de-detection-des-sargasses>
- e-news article for Pilot 1.7 [showcase: agriculture]
<https://dynacrop.space/en/using-satellites-to-restore-agricultural-land/>
- e-news articles for Pilot 1.2 [showcase: agriculture]

<http://beyond-eocenter.eu/index.php/news-events/406-synergasia-toy-kentroy-mas-me-ton-agrotiko-synetairismo-orkomenou>

- e-news article for Pilot 1.2 [showcase: agriculture]
<https://asoo.gr/asoo-noa/>
- e-news article for Pilot 1.2 [showcase: agriculture]
<https://www.corteva.gr/products-and-solutions/granular-club0.html>
- e-news article for Pilot 7.2 [showcase: climate]
<https://www.ilmastokatsaus.fi/2022/03/25/urban-resilience-to-extreme-weather--sub-seasonal-and-seasonal-forecasts-for-winter-maintenance-activities-in-helsinki/>
- e-news article for Pilot 7.5 [showcase: climate]
<https://www.ilmastokatsaus.fi/2022/02/03/seasonal-preparedness-pilot--sub-seasonal-and-seasonal-prediction-service-for-tyre-companies/>
- e-news article for new onboarded Pilots
<https://www.mountainow.net/it/2022/02/eshape/>
- e-news article for Pilot 6.5 [showcase: disasters]
<https://www.meeo.it/climate-security/>
- e-shape contribution in the 2022 World Meteorological Organization (WMO) State of Climate Services report with 2 valuable case studies on Climate Services for Renewable Energy
https://library.wmo.int/index.php?lvl=notice_display&id=22136#.Y3JO8HZBy3B
- e-news article for Pilot 1.7 [showcase: agriculture]
<https://dynacrop.space/en/introducing-laica-weather-independent-satellite-crop-monitoring/>
- EU Research & Innovation Magazine article for the Pilot 2.3 [showcase: health]
https://ec.europa.eu/research-and-innovation/en/horizon-magazine/fighting-deadly-air-pollution-cities-sensors-and-satellites?pk_campaign=environment&pk_source=twitter&pk_medium=social

2.3 Updated communication tools

The table below provides an overview of the communication channels that were mentioned in D6.1, D6.5 and D6.7, tailored on the basis of the different needs of the specific audiences targeted by the project and have been leveraged and used in the 44 - month period of the project.

Table 1: e-shape Communication Tools

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

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 3rd review meeting, one of the main goals of WP6 was to update the available ID cards of the Pilots, in the website, with the services' links and success stories, in the framework of "reflecting" the e-shape legacy, by end of November in view of EuroGEO Workshop 2022. Furthermore, WP6 continued to efficiently "reconstruct" main parts from the landing page and additional subpages (i.e. Pilots' dedicated pages), depicting e-shape's progress and providing easy access to the Pilots' services, success stories etc.

The aforementioned updates have been completed accordingly. In the same manner, additional website updating actions took place according to the overall reviewers' comments.

The implementation of the website revamp and upgrade according to the project progress had already begun (D6.7) and continued until the reporting period. More specifically:

- **[Home page - SDGs](#)**

How does the e-shape community address the most pressing challenges of our time? On our attempt to “reflect” pilots’ relevance with the SDGs associated to the project and how they engage with the goals, we provided an holistic perspective. Our approach consisted the following parallel steps. We created [a new webpage](#) that depicts pilots’ contribution to the SDGs and connected each pilot’s dedicated page respectively. We then created, in the landing page, a section entitled “We support” that includes all the relevant SDGs and in each goal we added the corresponding pilot. We connected the former with the latter in order to provide easy access both directions. The aforementioned are implemented according to the feedback we received from the partners. (Images 19-20)

- **[Implementation dedicated page](#)**

WP6 in collaboration with WP3 created an additional dedicated page for the e-shape implementation methodology. (Image 21)

- **[User uptake dedicated page](#)**

WP6 in collaboration with WP5 created an additional dedicated page for the e-shape users’ uptake methodology. (Image 22)

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

The pivotal task of accommodating updated content in each and every pilot’s ID card, according to the input received, has been carried out (i.e. success stories, services). An important addition that streamlines pilots’ dedicated page navigation is the category “contribution to sustainable development goals” that repeats information regarding the pilots’ connection to the SDGs and which we considered essential to include. The aforementioned are implemented according to the feedback we received from the partners.

- **[7 e-shape Showcase webinar series](#)**

On the occasion of the 7 e-shape Showcase webinar series and in order to support attendance by providing substantial information to the visitors such as abstracts, agendas and registration links of each webinar, a dedicated page was developed. (Image 23)

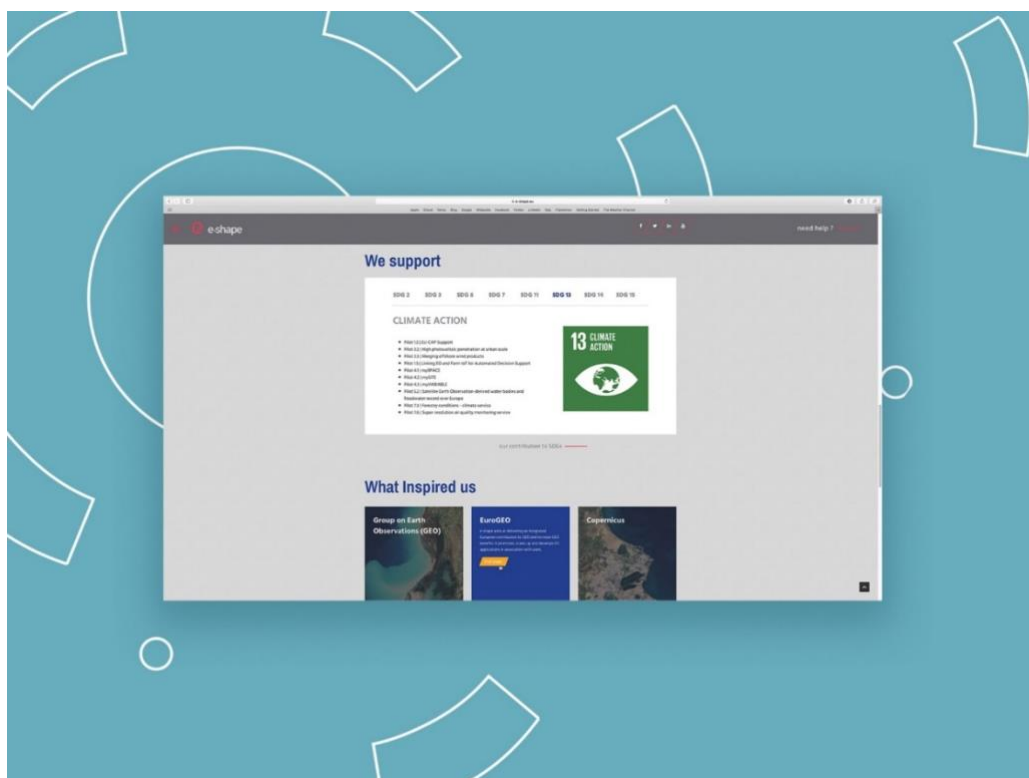


Image 19 Home Page SDGs screenshot

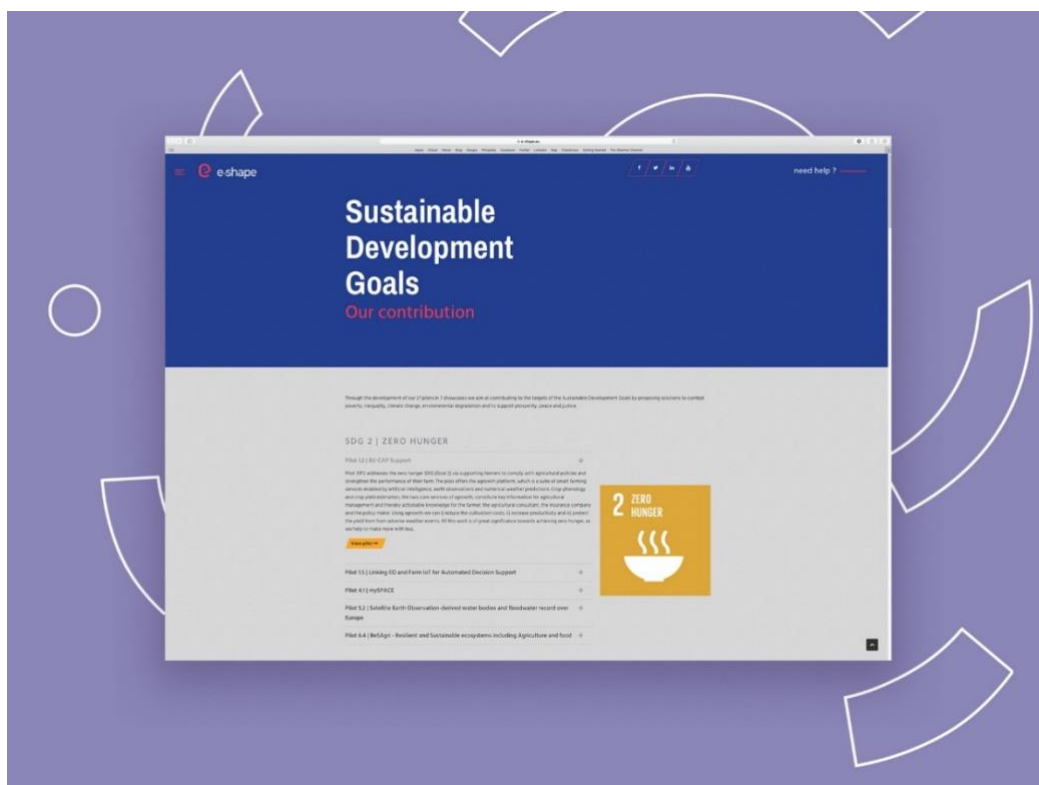


Image 20 SDSs Dedicated page screenshot



Image 21 Implementation dedicated page screenshot

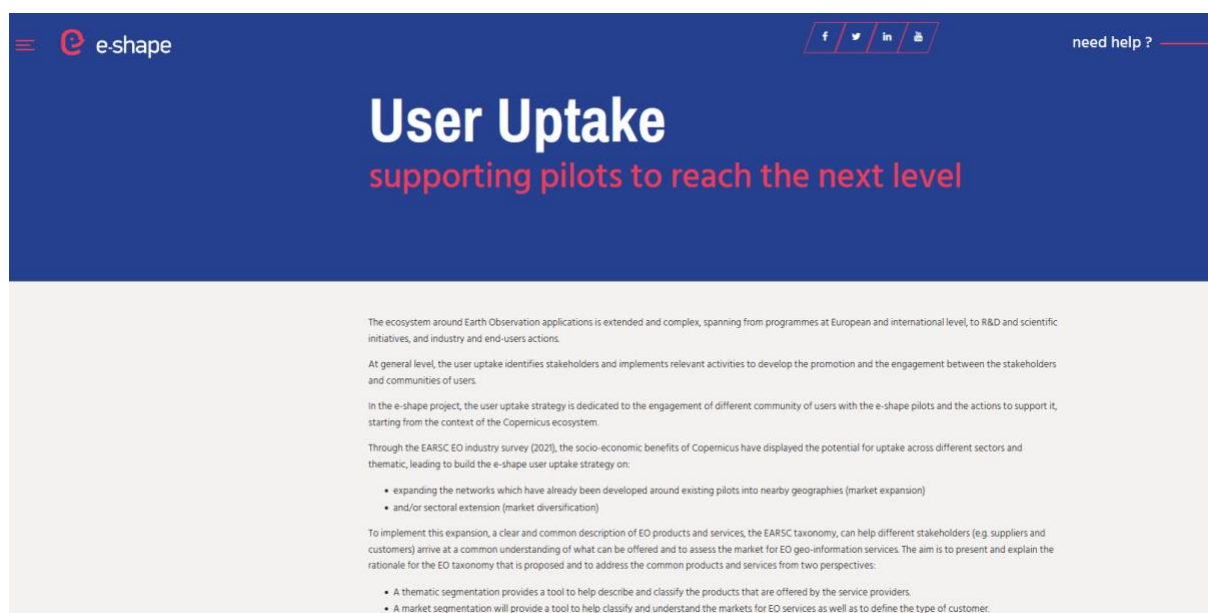


Image 22 User uptake dedicated page screenshot

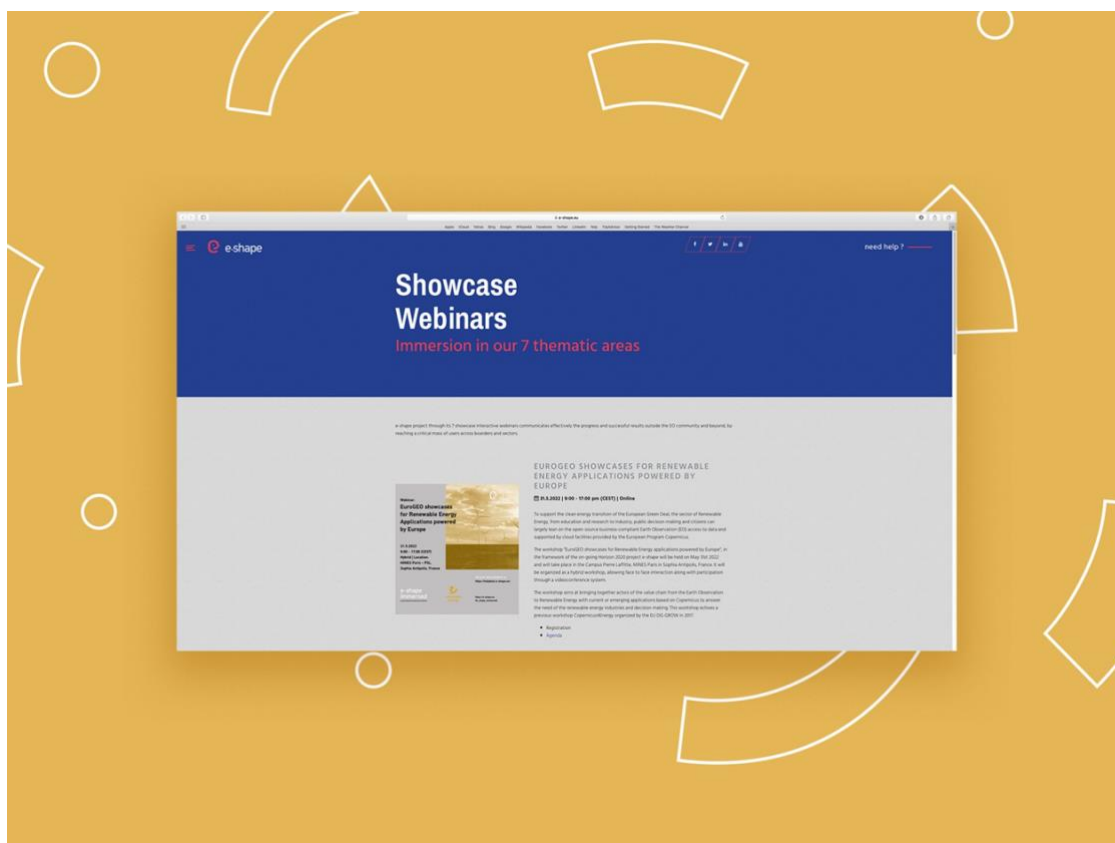


Image 23 7 Webinar series dedicated page screenshot

Tracking the e-shape website from 1st of March 2022 until the time of writing (5th December 2022), the “new visitors” and “returning visitors” can be seen in Figure 1 (Unique visitors: 6.947)

Figure 2 reveals interest in the project especially in the all pilots page with almost 2.085 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).

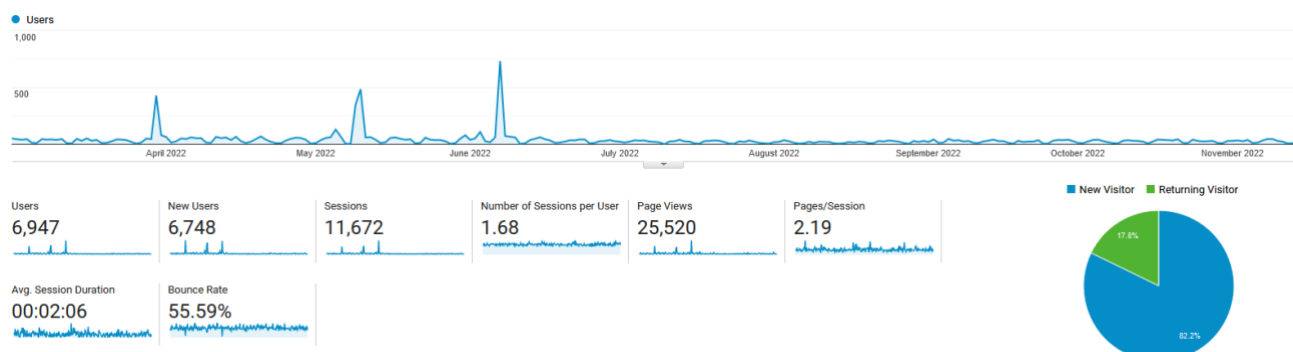


Figure 1 Unique visitors, new visitors and returning visitors at e-shape website

What pages do your users visit?

Page	Page Views	Page Value
/	8,804	\$0.00
/index.php/all-pilots	2,085	\$0.00
/index.php/webinars	778	\$0.00
/index.php/showcases	751	\$0.00
/index.php/about	649	\$0.00
/index.php/success-stories	572	\$0.00
/index.php/news-events	409	\$0.00
/index.php/showcases...m-forecasting-system	357	\$0.00
/index.php/eshape-services	350	\$0.00
/index.php	300	\$0.00

1 Mar 2022 - 13 Nov 2022 ▼ [PAGES REPORT](#) ➔

Figure 2 All pilots page with almost 2.085 views

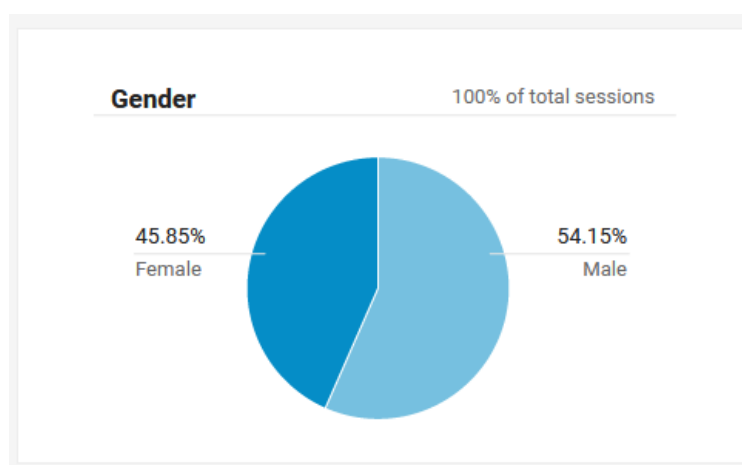


Figure 3 Demographics shows that a slight majority of the users are male (54%)

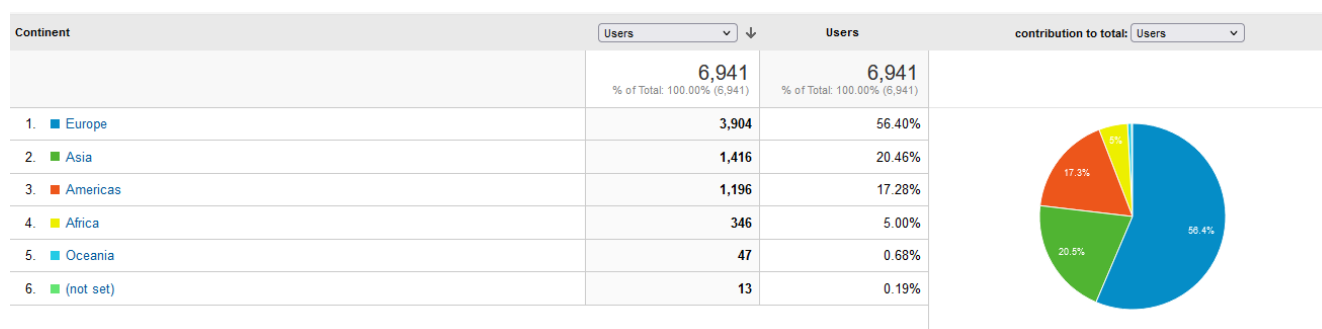


Figure 4 Demographics shows that the majority of the users are from Europe

Newsletter

Seven 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 and feedback of stakeholders/partners involved in project activities 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 24 e-shape newsletters

Communication material

One of the main goals of WP6 during the reporting period was to create a new updated e-shape brochure depicting the project's progress. An extended and premium booklet reflecting the e-shape journey was developed having as a main target to command attention and elevate communication impact. As a result, a powerful informational brochure, with great visuals and succinct content that conveys highlights per pilot within each Showcase and pivotal work packages, was created in order to provide an holistic approach of what e-shape is all about.

The [new brochure](#) was highly promoted through the e-shape social media channels, was distributed to physical events and is available in the e-shape website. (Images 25-26)

Furthermore, one new roll-up banner was created (Image 27) under the basic key communication message “e-shape Immersed” in alignment with the new e shape's communication and dissemination strategy umbrella, aiming to depict project's progress, and one dedicated for WP5 for the Ravenna e-shape labelled event. (Image 28)

Last but not least, on the occasion of the EuroGEO Workshop 2022 give-away gifts were designed promoting basic e-shape information (i.e. website, social media accounts) under the motto “We e-shape EuroGEO”. (Image 29)

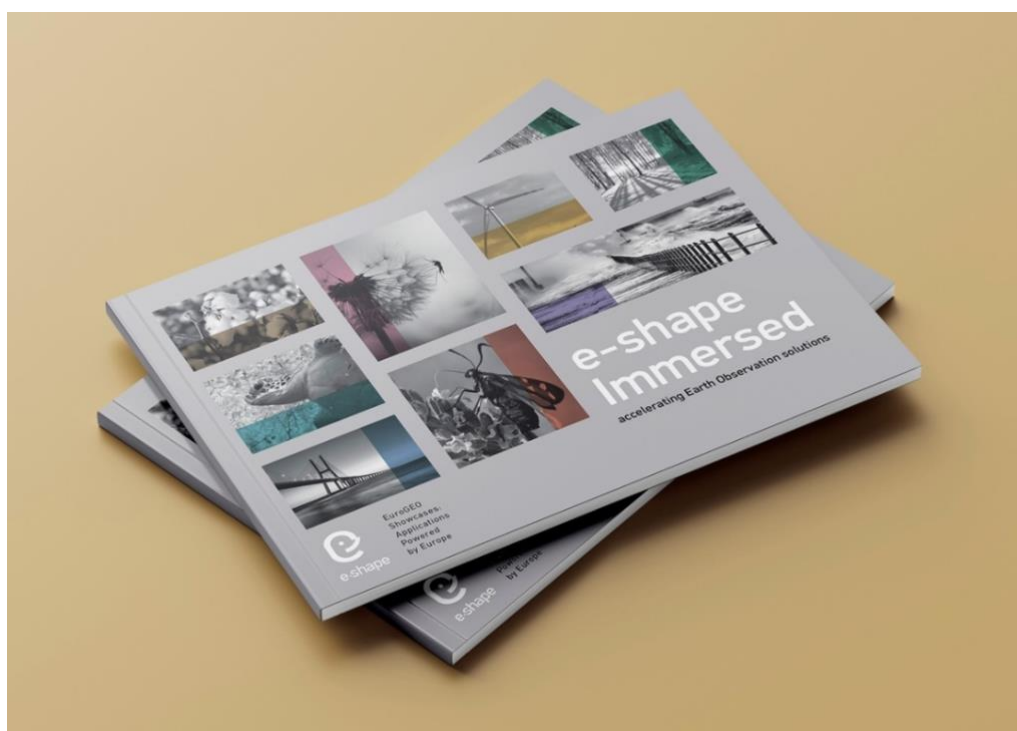


Image 25 e-shape new brochure – mock-up



Image 26 e-shape new brochure – mock-up



Image 27 e-shape new roll-up banner

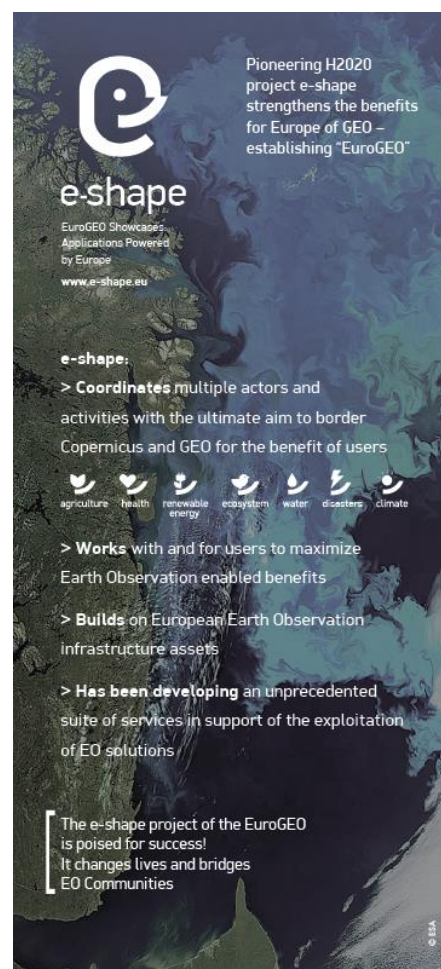


Image 28 Ravenna workshop roll-up banner



Image 29 e-shape lanyards-promo gift EuroGEO 2022

Multimedia

One of the main goals of WP6 during the reporting period was to produce 1 video for all Showcases. Even though it was initially meant to promote the showcases, WP6 followed the same notion as in the new e-shape brochure. We considered important to include content from the three pivotal WPs as well, instead of only the Showcases as initially projected, to depict the same holistic communication approach. Therefore, WP6 developed [a powerful video](#) providing the opportunity to virtually delve into the e-shape Showcases and beyond. It was presented to several events as well as the 7 webinar series.

Additionally, several videos from the e-shape events/seminars/workshops/webinars, are available through the [project's YouTube channel](#).

Webinars

During Sprint 2, the 7 Showcase Webinar series [1 per Showcase] (D6.8) were successfully organized and conducted in collaboration with Work Packages and Pilots. WP6 following a fruitful meeting with all SC coordinators 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, supported the

organization and the communication of the Webinars but at the end of day the SC coordinators in collaboration with the Pilot leaders were responsible to create these webinars.

The strategy approach that was followed for this endeavor addressed all communication and dissemination aspects. However, since social media constitute a powerful mean for the real time, continuous engagement of the various stakeholders, WP6 pursued to significantly utilize the channels as a main tool to spread knowledge about the webinar series.

More specifically, a pre, main, and post campaign in social media was created under the basic key communication message “e-shape Immersed” in alignment with the new e shape’s communication and dissemination strategy umbrella, aiming to depict project’s progress and provide the opportunity to further delve into the e shape thematics.

The desired outcome was to command attention, elevate communication impact, promote powerful success stories, demonstrate new services and generally tangible results that conveyed important highlights per Pilot within each Showcase. It entailed fit for purpose communication and dissemination actions, which involved:

- to create visually powerful e-banners, recorded videos in YouTube, and produce [digital brochure](#) (i.e. Showcase Energy).
- to leverage of project’s website, with the creation of [a dedicated webpage in the e-shape website](#). The webpage depicts the project’s progress in each Showcase, primarily towards the public and private sector, as well as to the end users.
- to activate social media channels (LinkedIn, Twitter, Facebook and YouTube), with more than 70 posts and [YouTube video uploads of each webinar](#).

The communication actions were strongly tied to the revised e-shape communication and dissemination strategy that was created under the main motto “e-shape Immersed” with a view to depict project’s progress and provide the opportunity to further delve into e-shape’s thematics.

More details regarding the SC Webinar series are available in D6.8.

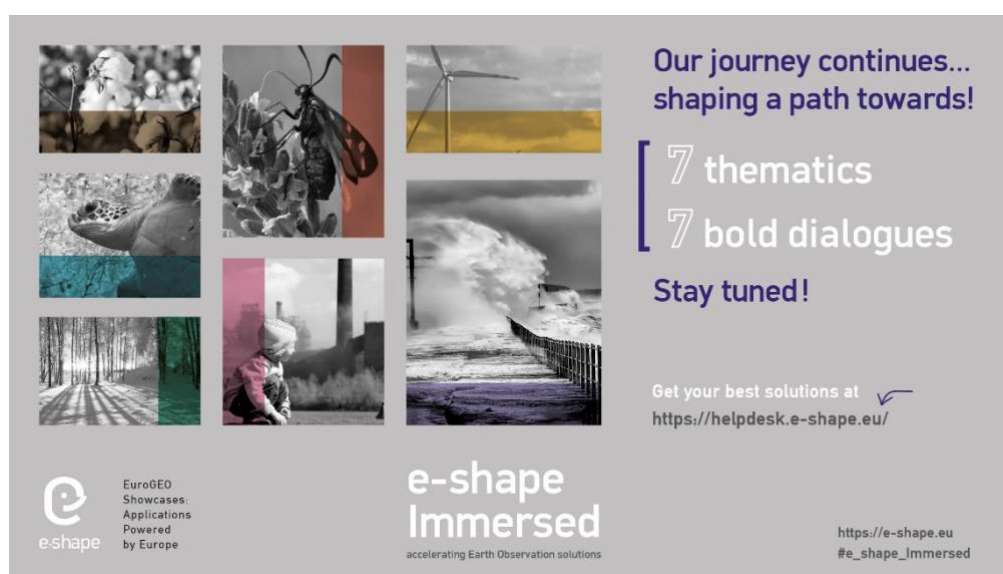


Image 30 pre-campaign banner – 7 webinar series



Image 31 main-campaign banner – 7 webinar series (indicatively)



Image 32 post-campaign banner – 7 webinar series (indicatively)

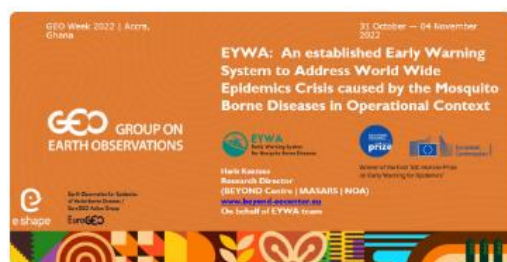
Social media

During the reporting period of the project 152 tweets were posted and the project's account in Twitter attracted 142 followers (e-shape Tweets earned 127,8K impressions over this period), 104 news were posted in Facebook and gained 55 followers while 143 followers joined LinkedIn.

From the beginning of the project the account of Twitter has attracted in total 1058 followers, Facebook has gained 321 followers and 926 joined LinkedIn.

Top Tweet earned 729 impressions

🔥 Just happened!
The e-shape Pilot: EYWA - Early Warning System for Mosquito-Borne Diseases 🦟 at #GEOWeek2022, Accra, Ghana
✅ Side event: Earth Observation & Health: Early Warning Systems and beyond!
@GEOSEC2025 @Kontoes1 @erwingoor @beyond_center
🔗 lnkd.in/eAGCtUuN
pic.twitter.com/hlhWKvr2Th



1 4 14

Top mention earned 67 engagements

Eurisy
@Eurisy1 · Nov 9

If you want to follow the discussion of the @eshape_eu workshop "Earth Observation solutions for energy, climate change and environmental management" join the live broadcast: youtu.be/Bi4swYFTzql
#EO #energy #climatechange #environment #EUspace
pic.twitter.com/hvYIMhZP0u



5 12

Top Follower followed by 15.3K people



Horizon Magazine

@HorizonMagEU [FOLLOWS YOU](#)

The EU Research & Innovation Magazine. Sign up for our weekly newsletter here: <https://t.co/RstXXrYo9T>

[View profile](#)

Top media Tweet earned 190 impressions

EuroGEO workshop 2022 is coming!
7 - 9 December in Athens, Greece
🔥 Towards an integrated and convergent EuroGEO
🔗 Register NOW: lnkd.in/dd6PYyM8
#EGW2022
@erwingoor @GEOSEC2025
@EUgreenresearch
@GSRT_GR @MinDevGR
@GreekGEO_Office
pic.twitter.com/3srne4zNCu



5 9

[View Tweet activity](#)

[View all Tweet activity](#)

Image 33 e-shape top twitter posts & activity

Help Desk

During the reporting period apart from classical communication and dissemination activities, the dedicated e-shape Help Desk platform (D6.4) and the fact that the tool facilitated and enhanced the communications with users and with stakeholders during the entire onboarding process (1st & 2nd call) for the applicants to submit their proposal and to ask questions related to the process; the platform was highly promoted through online events, e-banners and the 7 Showcase Webinar series (D6.8)-mainly as a tool for the participants to submit their questions before-during and after the webinars.

Furthermore, within the context of Challenge #14 KPI (bring stakeholders to Help Desk) (D6.5 & D6.7) and on an attempt to amplify e-shape Help Desk awareness, WP6 created a promo banner (an animated infographic), where it encouraged new users to visit the Help Desk platform by highlighting fast facts of e-shape project. It was a more specific promotion through [e-shape social media](#), one with a narrow scope and that was hyper-focused on e-shape Help Desk.

More details regarding the e-shape Help Desk platform are available in D6.10.

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.

During the 44-month period and focusing on the last 10 months WP6:

- In light of the mandatory Challenge #14 that was and is foreseen for Sprint 2, created and sent to the new onboarded pilots 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. Challenge #14 is ongoing until the end of the project's lifetime to ensure the work carried out by the Pilots will continue to effectively be captured and communicated to the broader audience and maintain the successful communication approach.
- Following the discussion points from the 3rd review meeting, one of the main goals of WP6 was to update the available ID cards of the pilots, in the website, with the services' links and success stories in the framework of "reflecting" the e-shape legacy, by end of November in view of EuroGEO Workshop 2022. Furthermore, WP6 continued to efficiently "reconstruct" main parts from the landing page and additional subpages (i.e. pilots' dedicated pages), depicting e-shape's progress and providing easy access to the pilots' services, success stories etc.
- 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.).
- Pursued synergies and networking with other H2020 projects and associate partners to maximize the impact of the project.
- Organised and conducted, in collaboration with Work Packages and Pilots, the 7 e-shape Showcase Webinar series [1 per SC].
- Created an extended and premium brochure conveying highlights per Pilot within each showcase and pivotal Work Packages.
- Developed a powerful video for the e-shape Showcases and Work Packages.

- 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.

It is worth mentioning that the mandatory Challenge #14 has been proven to be a game changer communication and dissemination-wise and a pivotal factor in achieving WP6 KPI's which is successfully depicted in the KPI status.

The following table summarises WP6 KPIs.

Table 2: e-shape's communication KPIs were reached or exceeded.

e-shape's Objectives	e-shape's Target Outcome	e-shape's Key Performance Indicators (KPIs)	e-shape's Target values	Values as of March 2022
O5 (updated)	Increase awareness of scientific results	No. of articles in scientific journals and conferences	> 20	66 in total EXCEEDED
		No. of webinars	7	7 webinars organised by July 2022 REACHED
		No. of participations in scientific conferences and workshops	> 20	111 EXCEEDED
	Target a wide range of audiences using tailored communication tools	Unique website visitors at the end of the project	> 10000	26.078 unique visitors EXCEEDED
		Printed brochures distributed to stakeholders	3.000	750 Not on track (COVID)
		No. of communication material (printed or digital) produced during the lifetime of the project	> 50	Printed 10 / Digital almost 200 (including 2 nd onboarding call, webinars' campaign & EuroGEO 2022) EXCEEDED
		Total No. of downloaded communication materials	> 100	approx. 100 REACHED
		Subscribers to newsletter	50 per year	56 REACHED
		Social media followers (Twitter, Facebook, LinkedIn)	Double audience each y.	FB 321, Twitter 1058, LinkedIn 926 (in total) On track
		No. of articles in magazines and media	> 100	108 (challenge #14) EXCEEDED
		No of video views in YouTube	> 1000	2.330 views of e-shape videos EXCEEDED
	Establish and maintain Help Desk	No. of requests served by the Help Desk	>100 1st y./ double every y.	126 (60 requests 2 nd onboarding call) REACHED
		No. of stakeholders served	>50 per y.	44 private companies 15 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 continue to be updated and enhanced as the activities of the project enters in its final phase.

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 personalized and of direct use information and materials until the end of the project's lifetime.

In the meantime, all project partners will continue to 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. Continue monitoring the extended 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. Continue communicating success stories on a broader level.
5. Continue disseminating services, products and data through dedicated communication actions.
6. Continue to raise awareness through conferences/webinars.
7. Continue to 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.
8. Update the e-shape website as the project progresses and more activities kick off.

END OF DOCUMENT