



EuroGEO Showcases: Applications Powered by Europe

# Final report on Communication and Dissemination Activities (D6.11)



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## ABSTRACT

This document reports the e-shape Communication and Dissemination actions carried out in the period 44 months to 48 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 KPIs, 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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S2	Pending for review		
S3	Draft for comments	CI	Classified, information as referred to in Commission Decision 2001/844/EC.
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## EXECUTIVE SUMMARY

This document reports the e-shape Communication and Dissemination actions carried out over the last 4 months (January 2023-April 2023) 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 D6.9, 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, D6.7 and D6.9.

Also, taking into consideration the project's Dissemination Strategy goals, the project during the 48-month period even though maintained a greater response to Research, Institutional and Academic Community, the last 4 months e-shape was presented in 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. The implementation of the aforementioned was ongoing and has been completed accordingly.

As we highlighted in D6.5, D6.7 and D6.9, 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 KPIs.

Additionally, e-shape during the reporting period will organize 1 project event: The Final General Assembly, 24-26/04/2023 in Nice (Paris). With a united message "Blazing new trails for the EO market" that encapsulates and conveys the project's mission for the way forward, the e-shape consortium, in this final General Assembly, will shed light on the project's legacy showcasing successful results and new services.

The e-shape consortium built a community that can be proud of its achievements supporting the EuroGEO initiative, the Group on Earth Observations and more broadly the Earth Observation Sector. The Final General Assembly of e-shape will be the place to consolidate the community and to prepare its future.

### **Abbreviations and Acronyms**

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

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## 1. INTRODUCTION

This document reports the e-shape Communication and Dissemination actions carried out in the last 4 months (January 2023 – April 2023) of project implementation in line with the Communication, Dissemination Strategy and Action Plan of e-shape (Deliverables D6.1, D6.3, D6.7 and D6.9). 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 January 2023 – April 2023.
- **Chapter 3** presents the evaluation of the communication activities during the reporting period of the project
- **Chapter 4** is an epilogue of Communication and Dissemination Activities.

## 2. 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 were strongly tied to the Dissemination activities, which were using the same communication channels, tailoring their messages and means according to their corresponding mandates.

### 2.1 Final actions on internal and external communication

The Internal communication strategy as well as the communication activities as presented in D6.1, D6.5, D6.7 and D6.9 was an ongoing action and during the period January 2023-April 2023, 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.
- 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 Showcase Support Service - SSS) and active follow-ups.



- 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, D6.7 and D6.9, were the main platforms for internal communication and were 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 the main actions that all 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 monitored through SSS platform.

In order for the Pilots, to be recognized as e-shape and EuroGEO ambassadors, the communication criteria had to 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 Final dissemination plan

Taking into consideration the project's Dissemination Strategy goals, the project during the 48-month period even though maintained a greater response to Research, Institutional and Academic Community, the last 4 months e-shape was presented in 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. The reports were collected through Confluence.

In terms of dissemination and outreach project consortium partners have attended until now more than **100 events and workshops and published 76 scientific papers** in journals and conferences.

Furthermore, e-shape during the reporting period will organize 1 project event: The Final General Assembly, 24-26/04/2023 in Nice (Paris).

### 2.2.1 Updated Implemented activities

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

##### Final e-shape General Assembly

With a united message “Blazing new trails for the EO market” that encapsulates and conveys the project’s mission for the way forward, the e-shape consortium, in this final General Assembly, will shed light on the project's legacy showcasing successful results and new services. After a 4 year-journey, the e-shape project reached its goals. It will propose new approaches and achievements that transformed the Earth Observation sector and support EuroGEO. The 2023 e-shape General Assembly will be a powerful opportunity for the consortium to share the progress, best practices and lessons learned since the launch of the project as well as to showcase and perceive the robust impacts of the work accomplished by all partners. e-shape started with 55 partners and 27 pilots in Cannes, in May 2019. Over time, the consortium has grown to 68 partners and reached 37 pilots. It developed, tested and operationalized a co-design methodology allowing to deploy services with and for the users. It supported the technical evolutions and the changes from servers to clouds, the considerations of interoperability and standards, the in-situ measurements integration and other technical issues for each pilot. It developed the tools to assess the FAIR and GEO principles for services and their trajectory towards these principles. It developed capacity building sessions and users’ uptake for each of the seven showcases and onboarded new pilots. It supported investment readiness, business and sustainability plans development, awareness about Intellectual Properties considerations. Additionally, the project communicated, disseminated and enhanced its visibility in the European Earth Observations community and worldwide. e-shape explored the governance of the EuroGEO initiative. It built a community that can be proud of its achievements supporting the EuroGEO initiative, the Group on Earth Observations and more broadly the Earth Observation Sector. The Final General Assembly of e-shape is the place to consolidate our community and to prepare its future.



Image 1 e-shape Final General Assembly banner

## 2. 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, during the reporting period, organised **5 workshops for the e-shape Pilots**.

Notably:

### [e-shape Capacity Building: Reach potential clients & partners with effective communication](#)

Evenflow together with EARSC invited the EuroGEO community and specifically e-shape pilots to a webinar on effective communication that was held online on the 31st of January 2023. Communications and marketing presented valuable tools for any new product or company, helping to reach the potential customers or partners and convince them of the added value of the product or service proposed. During this webinar, practical and strategic knowledge about branding and positioning, content creation, and stakeholder engagement was shared. The focus was on cases relevant to the e-shape pilots and the EuroGEO community to highlight aspects particular to technical companies or products which should be considered and implemented to help the businesses thrive.



Image 2 e-shape Capacity Building for effective communication Webinar banner

### [e-shape Capacity Building: Commercialisation of the Intellectual Property](#)

e-shape IP and Innovation Office (Evenflow) together with IPR Helpdesk and EARSC invited the EuroGEO community and specifically e-shape pilots to a third webinar on the commercialization of intellectual property that was held online on the 19th January

2023. The webinar provided an overview of key aspects in the field of intellectual property licensing, including negotiation tips and legal traps. This was the third event which was built upon previous webinars on intellectual property and its protection: “Technology transfer in the EO sector in Europe” and “Introducing EO open license compliance and challenges for the e-shape pilots”. This webinar was an interactive event, using polls and engaging the audience who learnt the answers to the following questions: What is a license agreement and when should it be used? What are the main differences between a license agreement and other contracts? (assignment and distribution agreement). What are the options for the patent owner to take advantage of a patent? Are there more options for an SME than to build a product (based on IP) and sell it? When does licensing make sense? Including best practice case studies in technology licensing.



Image 3 e-shape Capacity Building for commercialization of IP Webinar banner

### [e-shape solutions: Earth Observation for biodiversity & water management](#)

On the 14th of February, 2023 in Hague, Netherlands an e-shape labelled event was held that presented some of the project’s pilots related to biodiversity and water management. The first day of the workshop set the stage by introducing the audience to European and national policies related to biodiversity protection and restoration as well as water management. Experts from European and National institutions presented relevant funding opportunities. The second day was entirely dedicated to the presentation of e-shape pilot projects, coupled with presentations from local actors. The Q&A sessions engaged speakers and audience in a discussion about the usability of the pilots’ services presented and their relevance for the needs of public administrations and private companies in the Netherlands. The workshop introduced EO-based applications developed through the project within the selected e-shape thematic showcases Ecosystem, and Water resources; Discussed the integration of the EO-based applications into user organisations’ daily workflows; Brought together



research, user communities and civil society that want to benefit from and contribute to the EuroGEO initiative; Informed the participants about what the pilot services will grant access to in terms of Copernicus data and benefits for user organisations; 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.



Image 4 e-shape labelled event banner

#### [e-shape at the online event "EO for management of natural disasters, accidents & environmental monitoring"](#)

The Center for National Security and Defence Research (CNSDR) at the Bulgarian Academy of Sciences (BAS) organized an Online information session: "EO for management of natural disasters, accidents and environmental monitoring", which was held on February 1, 2023. The session was organized within the framework of the Annual Conference of the National Security and Defence Research Center of the Bulgarian National Academy of Sciences on the topic: "Sustainable critical infrastructure - research and technologies", on the occasion of the 20th anniversary of the establishment of the Center for National Security and Defence Research (CNSDR) - Bulgarian Academy of Sciences, posing current key challenges such as the use of emerging technologies for risk assessment, protection and resilience of critical infrastructure. The session aimed to provide information to Bulgarian institutions (state administration, public and scientific organizations) about the possibilities of using Earth Observation data through practical examples for management of natural disasters and accidents, environmental monitoring, agriculture, etc. on a project under the EU's Program for Scientific Research and Innovation "Horizon 2020" - e-shape. The developed pilot cases addressed societal challenges, promoted entrepreneurship and sustainable development goals, in line with the three main priorities of the GEO's

initiative (the UN Sustainable Development Goals, the Paris Agreement and the Sendai Framework). Representatives from the two most significant organizations regarding space activities in Europe: EURISY and EARSC participated in the session and presented their activities in the framework of the e-shape project.



Image 5 event banner

### [e-shape solutions: Unlocking the potential of Earth Observation data for climate change & urban areas](#)

On the 24 February 2023 in Kalkara, Malta an e-shape labeled event was held, hosted by the Malta Council for Science and Technology (MCST), and presented the Space Research Fund, providing financial support for Maltese entities interested in research, development and innovation in the downstream Satellite Earth Observation (EO) sector, and introduced the objectives and actions of the Space Thematic Programme for 2023. Based on the thematic priorities of the MCST, the workshop showcased some of the e-shape pilots related to facing climate change impacts and better managing urban areas. The pilots embedded Earth Observation data in services that provide sub-seasonal and seasonal forecasts and climate projections to European cities, improve visibility underwater, and help better understanding the global carbon cycle. An additional product was presented that uses EO data to better plan and exploit solar energy installations. The Q&A sessions engaged speakers and audience in a discussion about the usability of the services presented and their relevance for the needs of public administrations and private companies in Malta. In particular, the workshop introduced EO-based applications developed through the project within the selected e-shape thematic showcases Climate and Water resources; Discussed the integration of the EO-based applications into user organisations' daily workflows; Brought together research, user communities and civil society that wanted to benefit from and contribute to the EuroGEO initiative; Informed the participants about what the pilot

services will grant access to in terms of Copernicus data and benefits for user organisations; 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.



Image 6 e-shape labelled event banner

### [e-shape at Copernicus Land User Event](#)

e-shape's pilot Vegetation-Index Crop-Insurance in Ethiopia successfully participated in the Copernicus Land User Event that was held on the 17th -18th November 2022 in Brussels. Andy Nelson, at the session entitled "Who are our users and what do they do with the products? From product access to decision making, explore examples of applications and related specific needs with this series of discussions panels" focused on the thematic "Vegetation Index Crop Insurance (VICI) – a Remote Sensing based method to insure farmers against the peril drought". With 100 in-person and 330 online participants, this event offered an opportunity to: Get up-to-date overviews of the CLMS service, in situ component and GBOV; learn more about using Copernicus land products through demo sessions, use case presentations, and panel discussions; provide feedback and suggestions to help improve our services and network and share experiences with using Copernicus products.



Image 7 Copernicus Land User event banner

### [e-shape at the Ninth International Conference on Remote Sensing & Geoinformation of Environment](#)

On the 3rd-5th of April, 2023 ; e-shape partner Ioannis Manakos (CERTh) participated in the Ninth International Conference on Remote Sensing and Geoinformation of Environment in Cyprus, Ayia Napa with a presentation entitled “Inundation mapping in service of land cover evidence-based change monitoring”.

Inundation mapping has been a major activity within the myEcosystem showcase and mySpace pilot in the e-shape project. The respective service line enables monitoring of the presence of open surface water at a specific location through time. This is an important indicator of the water-energy-matter exchanges that take place at this location. Results are configured in a way that they become exchangeable with further water management and land cover/use service lines. This keynote positioning discussed how e-shape results may be assimilated (as a valuable Environmental Descriptor) and became part of an evidence based change framework for land monitoring; following a globally relevant change taxonomy. This in turn aligns e-shape findings with the Driver-Pressure-State-Impact-Response (DPSIR) Framework, taking also into consideration the time of occurrence, manifestation, and duration of the event. Policy and decision makers, scientists, researchers, private sector employees, and the public may thus benefit, better understand change processes and their impacts or benefits at areas of interest.





Image 8 RSCy 2023 event banner

### [An e-shape labelled webinar series from our partner DYNACROP](#)

e-shape pilot 1.7 | DynaCrop - unlocking EO intelligence across the food value chain, is launching a new webinar series about PRECISION AG WITH SPACE DATA from April 13th to 27<sup>th</sup>. It is mainly addressed to digital farming tool representatives, soil sampling companies, agricultural producers and to users passionate about the precision agriculture and satellite data? The new webinar series will unveil how Earth Observation insights are transforming the AgTech industry. Also, the best practices for satellite-insights use cases will be revealed, along with an outline of what direction precision farming will take in 2023. The webinars are organized by e-shape partner DynaCrop, the leading service provider for smart farming and is elaborated in the framework of the EuroGEO e-shape project.



Image 9 webinar series event banner

### 3. Publications:

Partners have published **76 scientific publications in total**. The latest publications (January 2023-April 2023) are:

#### Scientific publications (indicatively):

1. N. Kussul, L. Shumilo, H. Yailymova, A. Shelestov, T. Krasilnikova. Complex method for land degradation estimation. Conf. Ser.: Earth Environ. Sci. 1126 012032, 2023. <https://iopscience.iop.org/article/10.1088/1755-1315/1126/1/012032/pdf>
2. Tsoumas, G. Giannarakis, V. Sitokonstantinou, A. Koukos, D. Loka, N. Bartsotas, C. Kontoes, I. Athanasiadis. Evaluating Digital Agriculture Recommendations with Causal Inference. AAAI 2023: The 37th AAAI Conference on Artificial Intelligence. <https://doi.org/10.48550/arXiv.2211.16938> , <https://arxiv.org/pdf/2211.16938.pdf>
3. V. Sitokonstantinou, A. Koukos, I. Tsoumas, N. Bartsotas, C. Kontoes, V. Karathanassi. Fuzzy clustering for the within-season estimation of cotton phenology. arXiv preprint arXiv:2211.14099. <https://doi.org/10.48550/arXiv.2211.14099> , <https://arxiv.org/pdf/2211.14099.pdf>
4. D. E. Bruno, F. De Simone, S. Cinnirella, I. M. Hedgecock, F. D'Amore, N. Pirrone. Reducing Mercury Emission Uncertainty from Artisanal and Small-Scale Gold Mining Using Bootstrap Confidence Intervals: An Assessment of Emission Reduction Scenarios. Atmosphere, 14, 2023. <https://doi.org/10.3390/atmos14010062>
5. Pistocchi, S. Cinnirella, P. Mouratidis, N. Rosenstock, C. Whalley, M. Sponar, N. Pirrone. Screening of Mercury pollution sources to European inland waters using high resolution earth surface data. Frontiers in Environmental Science, 2022. <https://doi.org/10.3389/fenvs.2022.1021777>
6. Papachristopoulou, I.- P. Raptis, A. Gkikas, I. Fountoulakis, A. Masoom, S. Kazadzis. Aerosol optical depth regime over megacities of the world. Atmos. Chem. Phys., 22, 2022. <https://doi.org/10.5194/acp-22-15703-2022>
7. M. Lagasio, G. Fagugli, L. Ferraris, E. Fiori, S. Gabellani, R. Masi, V. Mazzearella, M. Milelli, A. Parodi, F. Pignone, S. Puca, L. Pulvirenti, F. Silvestro, G. Squicciarino, A. Parodi. A Complete Meteo/Hydro/Hydraulic Chain Application to Support Early Warning and Monitoring Systems: The Apollo Mediane Use Case. Remote Sensing, 14, 2022. <https://doi.org/10.3390/rs14246348>
8. 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>

9. 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>
10. 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>

#### **Publications in magazines-blogs (indicatively):**

- Pilot 1.3 [showcase: agriculture] has been published as a Copernicus use case on their website, with a direct link to the e-shape website as well  
<https://land.copernicus.eu/global/use-cases>  
[https://land.copernicus.eu/global/sites/cgls.vito.be/files/use-cases/CGLOPS\\_UC\\_VICI-Service\\_v2.pdf](https://land.copernicus.eu/global/sites/cgls.vito.be/files/use-cases/CGLOPS_UC_VICI-Service_v2.pdf)
- e-news article for Pilot 1.7 [showcase: agriculture]  
<https://dynacrop.space/en/5-surprising-ways-how-dynacrop-plays-its-part-in-achieving-sdgs/>
- e-news article for Pilot 1.5 [showcase: agriculture]  
<https://www.riscognition.com/eshape/>

## 2.3 Updated communication tools

The table below provides an overview of the communication channels that were mentioned in D6.1, D6.5, D6.7 and D6.9, tailored on the basis of the different needs of the specific audiences targeted by the project and have been leveraged and used in the 48 - 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	OECD 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.

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. The implementation of the aforementioned was ongoing and has been completed accordingly.

The section which provides access to deliverables that are public in terms of dissemination level, following the final approval by the European Commission, were updated accordingly and can be downloaded.

More specifically:

- [Resources \(Deliverables\)](#)

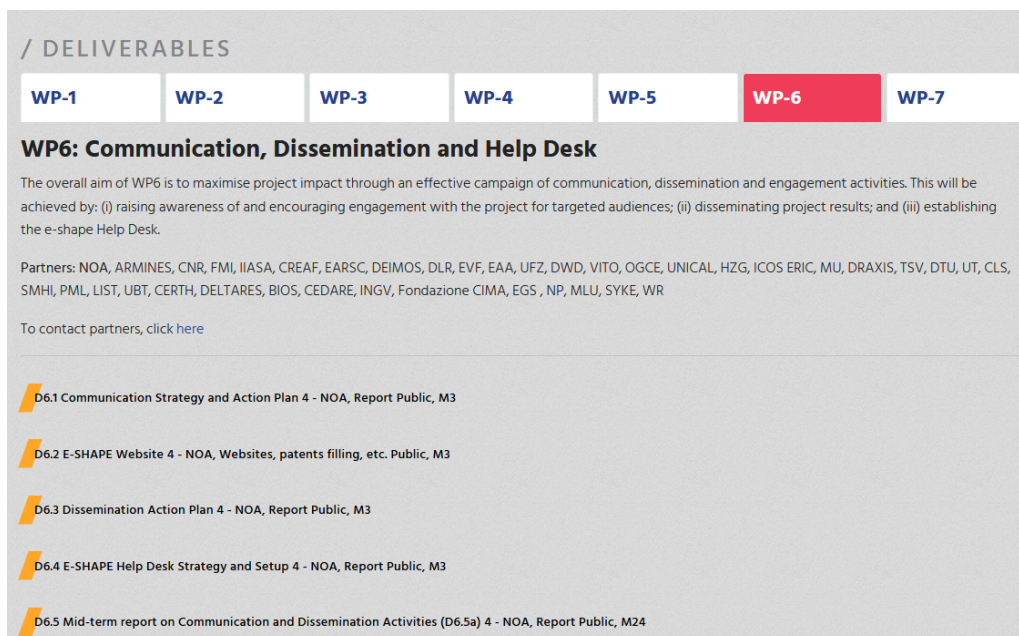


Image 10 Deliverables dedicated page screenshot

Tracking the e-shape website from 1<sup>st</sup> of January 2023 until the time of writing (3<sup>th</sup> April 2023), the “new visitors” and “returning visitors” can be seen in Figure 1 (Unique visitors: 1.730)

Figure 2 reveals interest in the project especially in the all pilots page with almost 3.350 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).

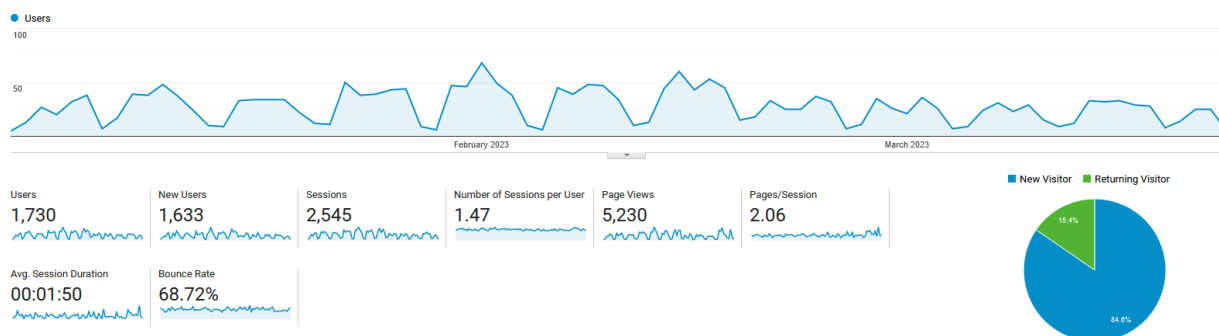


Figure 1 Unique visitors, new visitors and returning visitors at e-shape website

What pages do your users visit?

Page	Page Views	Page Value
/	12,824	\$0.00
/index.php/all-pilots	3,346	\$0.00
/index.php/showcases	1,282	\$0.00
/index.php/about	1,166	\$0.00
/index.php/success-stories	876	\$0.00
/index.php/webinars	834	\$0.00
/index.php/general-...neral-assembly-2022	722	\$0.00
/index.php/news-events	717	\$0.00
/index.php/eshape-services	587	\$0.00
/index.php/showcases...m-forecasting-system	518	\$0.00

Figure 2 All pilots page with almost 3,350 views (for the reporting period)

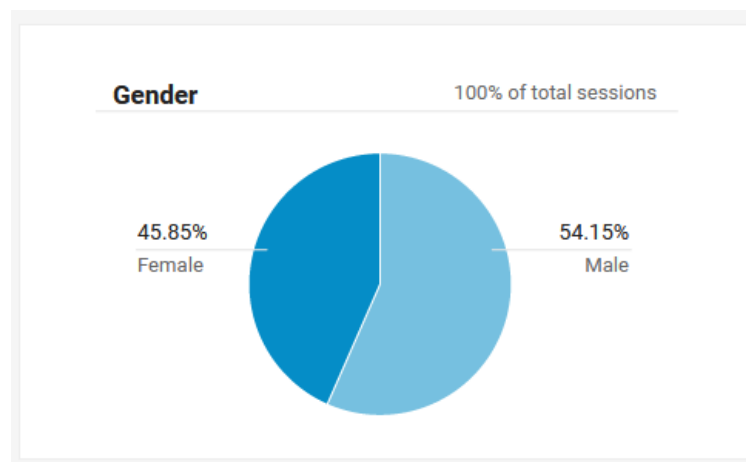


Figure 3 Demographics shows that the majority of the users are male (54%)

Continent ?	Acquisition	
	Users ? ↓	New Users ?
	1,726 % of Total: 100.00% (1,726)	1,630 % of Total: 100.06% (1,629)
1. Europe	1,158 (67.05%)	1,065 (65.34%)
2. Asia	285 (16.50%)	281 (17.24%)
3. Americas	211 (12.22%)	211 (12.94%)
4. Africa	55 (3.18%)	55 (3.37%)
5. Oceania	14 (0.81%)	14 (0.86%)
6. (not set)	4 (0.23%)	4 (0.25%)

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

## Newsletter

[Eight quarterly digital Newsletters](#) have been produced, 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 contributed to the enlargement of the contact database and content of project newsletters. Via the Newsletters distribution the target groups were 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 was constantly updated for the project newsletter.

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



Image 11 e-shape newsletters



## Social media

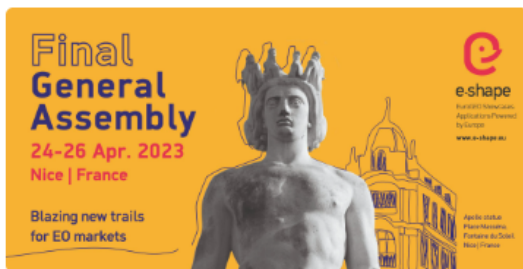
During the reporting period of the project 28 tweets were posted and the project's account in Twitter attracted 39 followers (e-shape Tweets earned 5,8K impressions over this period), 22 news were posted in Facebook and gained 6 followers while 53 followers joined LinkedIn.

From the beginning of the project the account of Twitter has attracted in total 1097 followers, Facebook has gained 327 followers and 979 joined LinkedIn.

### Top Tweet earned 217 impressions

#### #General\_Assembly

With a united message "Blazing new trails for the EO market" the e-shape consortium, in this final General Assembly, will shed light on the project's legacy showcasing successful results & new services. @erwingoor  
[lnkd.in/dGDEYiaj](https://lnkd.in/dGDEYiaj)  
[pic.twitter.com/8l47kMh7RI](https://pic.twitter.com/8l47kMh7RI)



### Top media Tweet earned 61 impressions

#### #NewsFlash

The March issue of the e-shape Newsletter is out 📧  
 Explore more: [lnkd.in/dTmmzcBx](https://lnkd.in/dTmmzcBx)  
[#maximizing\\_our\\_impact](https://twitter.com/e-shape) [#EuroGEO](https://twitter.com/e-shape)  
[#ApplicationsPoweredbyEurope](https://twitter.com/e-shape)  
[#sustainability](https://twitter.com/e-shape) [#WithAndForUsers](https://twitter.com/e-shape)  
[#WithAndForSociety](https://twitter.com/e-shape)  
[pic.twitter.com/W5TrP79mUM](https://pic.twitter.com/W5TrP79mUM)

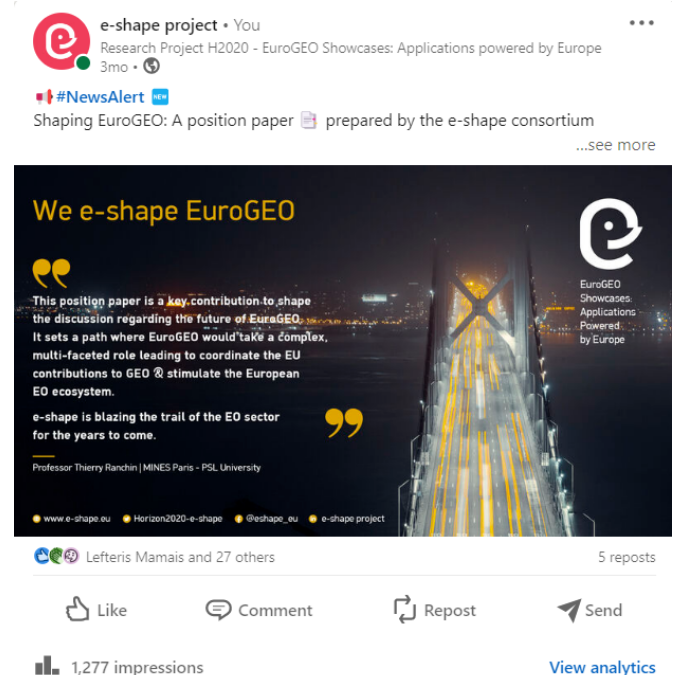
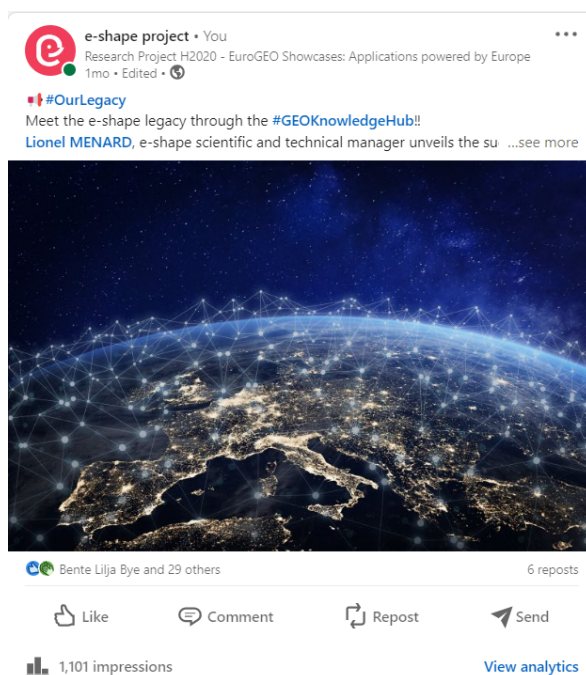


Image 12 e-shape top Twitter & LinkedIn posts & activity



## Help Desk

During the reporting period the Help Desk platform was highly promoted through online events, e-banners, [webinars](#) and social media (YouTube, Twitter, LinkedIn), mainly as a tool for the participants to submit their questions before, during and after the events/webinars.

The Help Desk was launched January 2020 and has served 127 requests up to date. Since the platform was the main tool for the applicants, of the entire onboarding call (1st & 2nd) for new pilots, to submit their proposal and ask questions related to the procedures, the Help Desk served requests coming from: private companies, research institutions, Universities, NFP, public institutions, universities, SME's etc.

At this point we have to mention that as far as the “traffic” of the tool is concerned, it posed an enduring challenge since stakeholders were more inclined to direct communication with the pilots instead through a platform.

More details regarding the e-shape Help Desk platform are available in D6.12.

### 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 48-month period and focusing on the last 4 months WP6:

- In light of the mandatory Challenge #14 that was and is foreseen for Sprint 2, 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 continued to effectively be captured and communicated to the broader audience and maintained the successful communication approach.
- 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. The implementation of the aforementioned was ongoing and has been completed accordingly.
- 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 were the main tools for the communication strategy (i.e. social media).
- In order to keep partners in track and develop an effective communication, WP6 maintained a persistent approach that included: 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 in total
O5 (updated)	Increase awareness of scientific results	No. of articles in scientific journals and conferences	> 20	76 in total <b>EXCEEDED</b>
		No. of webinars	7	7 webinars organised by July 2022 <b>REACHED</b>
		No. of participations in scientific conferences and workshops	> 20	122 <b>EXCEEDED</b>
	Target a wide range of audiences using tailored communication tools	Unique website visitors at the end of the project	> 10000	27.808 unique visitors <b>EXCEEDED</b>
		Printed brochures distributed to stakeholders	3.000	750 <b>Not on track (COVID)</b>
		No. of communication material (printed or digital) produced during the lifetime of the project	> 50	Printed 10 / Digital almost 210 (including 2 onboarding calls, 7 webinars' campaign, EuroGEO 2022, GA etc) <b>EXCEEDED</b>
		Total No. of downloaded communication materials	> 100	approx. 100 <b>REACHED</b>
		Subscribers to newsletter	50 per year	56 <b>REACHED</b>
		Social media followers (Twitter, Facebook, LinkedIn)	Double audience each y.	FB 327, Twitter 1097, LinkedIn 979 (in total) <b>REACHED</b>
		No. of articles in magazines and media	> 100	111 (challenge #14) <b>EXCEEDED</b>
		No of video views in YouTube	> 1000	2.514 views of e-shape videos <b>EXCEEDED</b>
	Establish and maintain Help Desk	No. of requests served by the Help Desk	>100 1st y./ double every y.	127 (including 1 <sup>st</sup> & 2 <sup>nd</sup> onboarding call) <b>REACHED</b>
		No. of stakeholders served	>50 per y.	44 private companies 15 RI/Universities, 2 NFP 1 public institute 2 Consultancy 2 SME (in total) <b>REACHED</b>

## 4. EPILOGUE

The main objective of WP6 was to successfully promote the European engagement in Earth Observation, to communicate e-shape on its targeted audiences, to promote the EuroGEO Initiative, European Space Policy, Copernicus and GEO philosophy beyond the space / scientific community. To communicate the project's key messages, influence change and ensure the positive impact of e-shape dissemination activities, as it was formulated in the goals of the project.

The strategic communication priorities and the e-shape tools (e.g. website, brochure, dedicated communication material etc.), were tailored taking into account the diverse nature of the different stakeholder groups - for example the different needs of the public authorities, municipalities and civil protection agencies vs. the needs of the commercial users. Over and above Social Media constituted a powerful media for the real-time, continuous engagement of the various stakeholders following the progress of the project. Apart from classical communication and dissemination activities, a dedicated e-shape Help Desk facilitated and enhanced the communication with users and with stakeholders interested in the project, especially during the two onboarding calls.

In order for the Pilots, to be recognized as e-shape and EuroGEO ambassadors, the communication criteria had to be met and as WP6 we encouraged them to leap into action with commitment and willingness to amplify e-shape project awareness. The mandatory Challenge #14 was proven to be a game changer communication and dissemination-wise and a pivotal factor in achieving WP6 KPIs. The entire process required constant monitoring and reporting to gain a clear perspective of the KPIs status.

Covid was an unprecedented disruption that challenged WP6 to shift gears and delineate a course of action that would not only avoid hindering the communication and dissemination process but, on the contrary, keep us ahead of the curve. The agility, resilience and commitment of the communication team were determining factors towards this endeavor.

WP6, in the middle of the project's lifetime, launched a new logo-motto (as a continuation of the existing) that would distinctively deliver the message that e-shape had crossed the threshold of the prime stage and entered another maturity level. This is how "e-shape Immersed" came up as a motto and from that moment all communication actions were strongly tied to the revised e-shape communication and dissemination action plan that was created under the main motto "e-shape Immersed" with a view to promote e-shape's progress and provide the opportunity to further delve into e-shape's thematic.

The implementation of the website revamp and upgrade according to the project progress and reviewers' comments was a demanding task that was successfully pulled off with the substantial contribution of the PMT and WP leaders in the form of a working group.

As WP6 we had to calibrate our actions in order to depict the project's progress and in many cases improvise in order to inspire, be proactive and effectively communicate at any given moment.

Bottom line, the communication team, through its course of action, pursued to tell a "story" that will resonate with its audience. With a beginning a middle and a successful ending

alleviating any ambiguity of what e-shape has to offer as a project and providing the audience a sense of belonging to a powerful and promising community.

**END OF DOCUMENT**