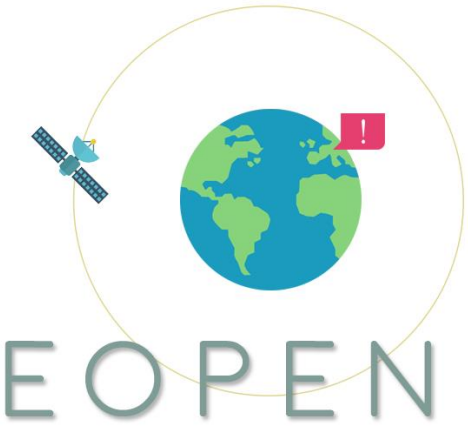

EOPEN

opEn interOperable Platform for unified access and analysis of Earth observatioN data

H2020-776019

D8.1

Initial Dissemination and Communication Plan

Dissemination level:	<Public | Restricted | Confidential>
Contractual date of delivery:	Month <3>, <31 of January 2018>
Actual date of delivery:	Month <3>, <6 of February 2018>
Workpackage:	WP8 <Dissemination and Exploitation>
Task:	T8.1 <Dissemination Plan, Event participation and organisation >
Type:	< **Report** | ORDP | Other | Demonstrator | Websites, Patents, etc. | Ethics >
Approval Status:	< Draft | **Final Draft** | Approved >

Version:	4
Number of pages:	24
Filename:	d8.1-initial dissemination and communication plan_2018-11-01_v0.4.doc

Abstract

The main purpose of this document is to describe the Communication and Dissemination Plan of EOPEN project, highlighting the different communication target audiences, the tools and methodologies utilised towards their effective involvement in the project's activities. Thus, the tools (e.g. website, brochure, events) and strategic communication priorities will be tailored taking into account the diverse nature of the different stakeholder groups - for example the different needs of the Local authorities, municipalities and civil protection agencies as opposed to the needs of the commercial users.

co-funded by the European Union

History

Version	Date	Reason	Revised by	Approved By
0.2	15/01/2018	Outline & main Sections	Eleni Christia	Haris Kontoes, Anestis Trypitsidis
0.3	19/1/2018	Outline & main Sections	Eleni Christia	Haris Kontoes, Anestis Trypitsidis
0.4	2.2.2018	Completion of deliverable	Eleni Christia	Haris Kontoes, Anestis Trypitsidis

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Executive Summary

The main purpose of this document is to describe the Communication and Dissemination Plan of EOPEN project, highlighting the different communication target audiences, the tools and methodologies utilised towards their effective involvement in the project's activities. Thus, the tools (e.g. website, brochure, events) and strategic communication priorities will be tailored taking into account the diverse nature of the different stakeholder groups - for example the different needs of the Local authorities, municipalities and civil protection agencies as opposed to the needs of the commercial users.

An overview of the interactions between communication tools, target audiences and the purposes as described throughout this document is given in the table below:

Target							Purpose
Communication Tool	Decision Makers	Research	Industry	End-users	Media	Public	
Website	X	X	X	X	X	X	Raising awareness of project goals and activities, publishing news and enabling subscribers to the Newsletter
Newsletter	X	X	X	X	X	X	Communicating project highlights, maintaining the interest and awareness of subscribers, disseminating results
Leaflet/ Brochure	X	X	X	X	X		Raising awareness of EOPEN, especially in workshops/ conferences organized or attended by the consortium
Social Media Channels		X		X	X	X	Create dialogue with target groups, announce events and utilize modern communication means

This document shall be understood as a *living document*, which will be updated per reporting period until the end of the project reported by deliverables D8.4 Mid - term dissemination plan (M18) and D8.7 Final dissemination and collaboration report at M36.

Table of Contents

ABBREVIATIONS AND ACRONYMS

WP	Work Package
ICT	Information and Communication Technology
EO	Earth Observation
EU	European Union
SMEs	Small Medium Enterprises

LIST OF TABLES

LIST OF FIGURES

INTRODUCTION

The **Initial Communication and Dissemination plan** is part of WP8 ”Dissemination and Exploitation”, whose main objective is to ensure that the impact of the EOPEN project will be maximized through an effective campaign of communication, dissemination and exploitation activities. The Communication and Communication Plan has strong inter-dependencies with other WPs of the project – especially in relation to the different needs of different target audiences. In addition, the basis for this plan is a technology component and pilot centric communication and dissemination strategy supporting the EOPEN objectives and enhancing the expected impacts. Finally, the EOPEN communication and dissemination plan will be implemented using a combination of new and traditional tools in order to be efficient, strongly interact, and reach the inhomogeneous audience that is necessary in order to maximise the societal impact and engagement of citizens in understanding the issues at all (regional-national-international-global) scales.

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

Chapter 1 presents the high-level strategic priorities and methodology comprising the communication and dissemination strategy of EOPEN. Specific emphasis is given on identifying the different target audiences, specifying the key messages directed at them.

Chapter 2 provides a detailed account of the different communication tools developed by the project.

Chapter 3 provides a detailed account of the different dissemination tools developed by the project.

Chapter 4 presents the different means by which the impact of the communication and dissemination activities will be evaluated and measured.

Chapter 5 presents the conclusions and the next steps of this document

1 COMMUNICATION AND DISSEMINATION STRATEGY

1.1 Methodology

One of the main objectives of EOPEN is to fuse Sentinel data with multiple, heterogeneous and big data sources, coupling with mature ICT solutions using scalable processing techniques, so as to improve the monitoring capabilities of the future EO downstream sector. Additionally, the involvement of mature ICT solutions in the Earth Observation sector shall address major challenges in effectively handling and disseminating Copernicus-related information to the wider user community, beyond the EU borders.

The achievement of these objectives relies heavily on the definition and implementation of an effective communication and dissemination campaign, whereby the different target audiences are well-defined and the corresponding tools appropriately developed. Thus, the communication efforts that form part of the overall communication and dissemination plan proposed by EOPEN will be carried out on the basis of the following principles:

- **Communication activities** will address the target groups, taking into account their requirements, and explain the benefits of EOPEN technologies and their potential application
- **Communication messages** will take into account and adapt to the target groups
- **Synergies and Networking with other H2020 projects** will be maximize the impact of the EOPEN project
- **Contacting and Clustering with other EO projects** in order to share knowledge in the common domain of EO big data (i.e openEO [H2020], PerceptiveSentinel [H2020], EUXDAT [H2020], CoeGSS [H2020], Fortissimo 2 [H2020], CATALYST [H2020], BETTER project [H2020])

In light of these main principles, the communication and dissemination plan of EOPEN project is based on a 4 step methodological approach:

A. **Identification of Target groups.**
   This step consists in the identification of the different target audiences, their main interests and needs. It essentially responds to the question “who are we communicating to?".
B. **Determination of the information to be provided.**
   The two most important ingredients for effective communication are simplicity and consistency and the best way to communicate simply is to develop key messages. Messages should be defined and customised according to the various levels of target differentiation (e.g. level of understanding of technical language, national vs regional scale of operations, different priorities/concerns, etc.)
C. **Identification of communication and dissemination channels.**
   Communication/dissemination channel is a medium through which a message is transmitted to its intended audience, such as print media or broadcast (electronic)

media. For effective messaging, communication and dissemination channels must be chosen to capture the target audiences' attention frequently and precisely.

D. **Evaluation.**
Success or failure of communication/dissemination actions will be measured through quality indicators allowing their monitoring and evaluation.

1.2 Target Audiences

In order to reinforce the uptake of the EOPEN technology a communication and dissemination plan will be designed focusing on the following target audiences: **(1) the research and academic community**, especially those engaged in activities relevant to the EOPEN pilots (Flood risk assessment and prevention, food security and climate change monitoring); **(2) Local authorities, municipalities and civil protection agencies,** responsible for crisis management, weather forecast providers and food/agriculture organisations; **(3) Governmental organisations, such as national and worldwide,** that monitor climate change and take responsible decisions when alerts are provided by technical solutions, similar to EOPEN and **(4) Commercial users,** such as industries and SMEs that offer monitoring solutions and decision making, inside and outside of EU borders, becoming a key-player in the worldwide market. Other relevant target audiences include the general public and the media. Finally, the overall objective of EOPEN is to provide a platform targeting non-expert EO data users (non-traditional user communities), experts and the SME community that reveals and makes Copernicus data and services easy to use for Big Data applications by providing EO data analytics services, decision making and infrastructure to support the Big Data processing life-cycle allowing the chaining of value adding activities across multiple platforms.The various audiences of the EOPEN communication and dissemination campaigns and their objectives are summarized below:

Table 1: EOPEN Communication objectives towards the different audiences

Audience	Objectives
Research and academic community	Make access to the EO imagery easy and user- friendly
Local authorities, municipalities and civil protection agencies	Assist preparedness, prevention and response in natural disasters and consequences of climate change / Make access to the EO imagery easy and user-friendly
Governmental organisations	Establish interoperable access to facilities to all EU Member States / Make access to the EO imagery easy and user-friendly
Commercial users / SMEs	Allow public and commercial users to interact with and serve their user base without deploying their own storage and processing facilities / Make access to the EO imagery easy and user-friendly
Media	Make access to the EO imagery easy and user-friendly

1.3 Key messages

The Communication and Dissemination action plan took under consideration the main expected impact of the projects as described in the project:

- Enable value added services on generic data and information storage and processing facilities which can allow public and commercial users an effective production environment to interact with and serve their user base without deploying their own storage and processing facilities.
- Make access to the Copernicus data and information easy and user friendly through scalable dissemination and exploitation software based on international standards.
- Foster the establishment of interoperable access facilities to all EU Member States."
- "Provide user community tools including best-practices
- Optimise the use of Copernicus data by non-traditional user communities to meet societal challenges.

Following the identification of the main audiences and the expected impacts of the project, the next task is to define the relevant communication messages for each of them:

Table 2: EOPEN key messages towards the different audiences

Audience	Key messages
Research and academic community	Easy access to EO based services and data Provide broader scope of research area Use EO data to validate local specific indices Open and interoperable platform
Local authorities, municipalities and civil protection agencies	Respond to common needs through domain specific pilot demonstrations Monitor a certain area with limited access to support local management
Governmental organisations	Support decision making process on Emergency events through fusion of EO
Commercial users / Public	crowd-sourced data and innovative technologies
Media	crowd-sourced data and innovative technologies

2 COMMUNICATION ACTION PLAN

Taking into account the communication targets presented previously and the key messages aimed at them, EOPEN will implement a Communication Action Plan that covers the following steps:

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

2.1 COMMUNICATION TOOLS

As underlined in the previous chapters the communication tools will be developed and tailored on the basis of the different needs of the specific audiences targeted by the project. The table below provides an overview of the communication tools that will be utilised in the course of the project towards the engagement of different target groups.

Table 3: EOPEN Communication Tools

Target							Purpose
Communication Tool	Decision Makers	Research	Industry	End-users	Media	Public	
Website	X	X	X	X	X	X	Raising awareness of project goals and activities, publishing news and enabling subscribers to the Newsletter
Newsletter	X	X	X	X	X	X	Communicating project highlights, maintaining the interest and awareness of subscribers, disseminating results
Leaflet/ Brochure	X	X	X	X	X		Raising awareness of EOPEN, especially in workshops/ conferences organized or attended by the consortium
Social Media Channels		X		X	X	X	Create dialogue with target groups, announce events and utilize modern communication means

2.1.1 WEBSITE

The website will serve as the primary gateway to all information, news and updates related to the various project activities. The website has already been designed in a modern, professional and attractive way, allowing for different types of users to navigate across the various webpages easily and quickly. Several dynamic and static items have been foreseen that will ensure a good balance of visual appeal and professional outlook.

The website includes information such as the description of the project, its goals, a calendar of events and meetings, all the dissemination material and related news, etc. The important part of EOPEN's website is an open section that allows registered visitors to leave their comment and/or idea towards the improvement of EOPEN. More technical information about the website are available in the dedicated deliverable D8.2 M3.

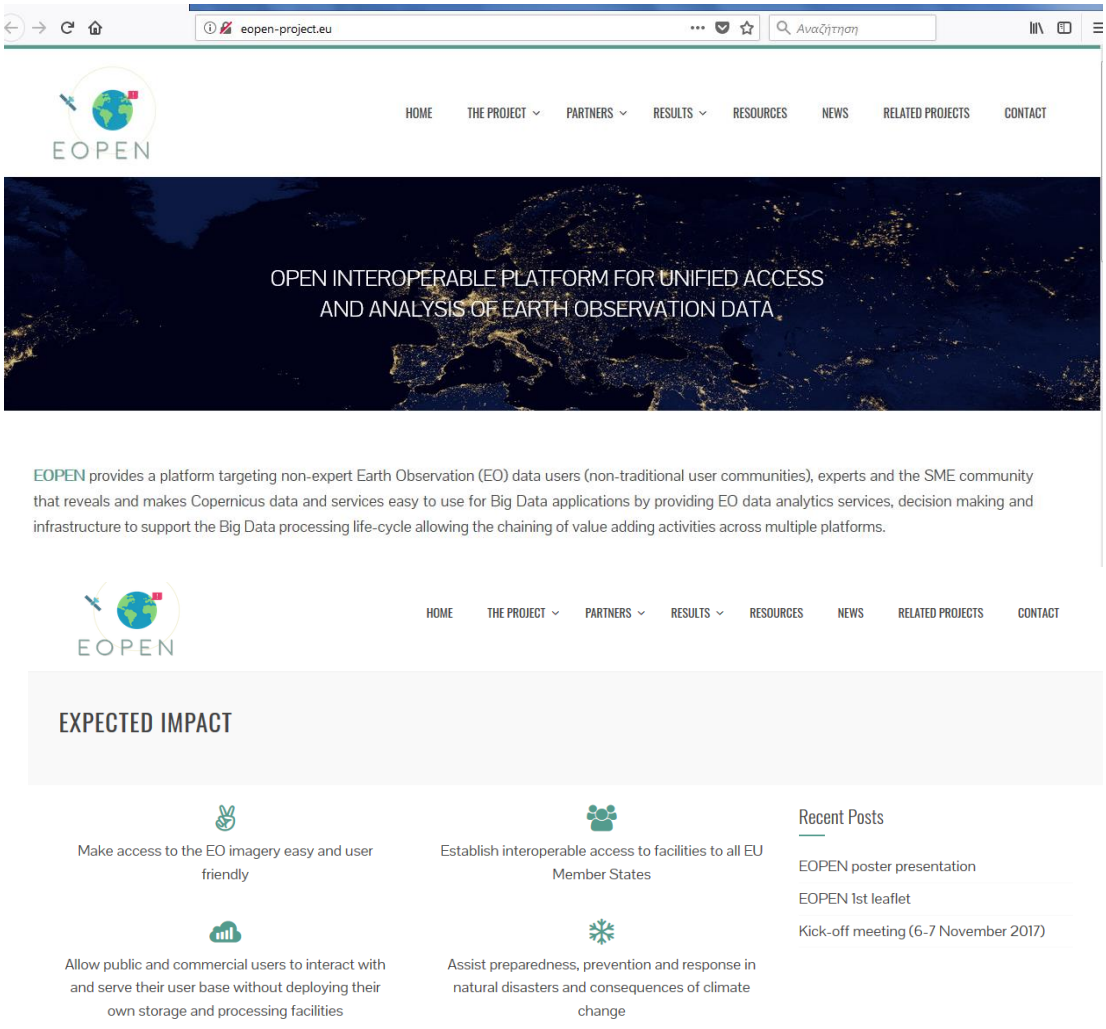

Figure 1: EOPEN website: homepage/expected impact

2.1.2 NEWSLETTER

A digital newsletter will be produced providing information on the project and its progress. Three (3) newsletters will be produced (one every year) during the lifetime of the EOPEN Project. The content of the newsletters will be prepared by the WP8 leaders with the support of all other partners. The primary aim of the newsletter is to disseminate the project activities among the involved target groups (research institutions, EO service providers, SMEs, end-users and decision makers). The newsletter will be made available online on the project website and distributed through the project database of contacts.

2.1.3 LEAFLET/BROCHURE

One of the main goals of the Communication plan is to create a set of promotional and communication materials designed specifically to appeal to the target audiences. To that end a number of printed materials will be produced and will be further generated in the future:

- ***LOGO**:* has already been developed and can be used in the different layouts: website, leaflet, brochure, templates for final deliverables, templates for presentation, etc. A manual on how to use the EOPEN logo and the EC logos will be distributed to the consortium.

- ***Brochure**:* The main brochure will be disseminated at the events attended or organised by EOPEN. It contains a description of the main objectives and impacts of the project. To meet the needs of the dissemination activities thematic brochures may be produced in order to support particular activities.

- **Leaflet:** The first leaflet of the project has been already produced in order to disseminate the EOPEN project at the SPACE WEEK, Rome 2017.

Figure 2: EOPEN leaflet

2.1.4 SOCIAL MEDIA

Over and above other traditional media, Social Media constitute a powerful means for the real-time, continuous engagement of the various stakeholders following the progress of the project. Moreover, through the utilisation of social media such as Facebook, LinkedIn and Twitter, the project will pursue the establishment of a "dialogue" with the related target groups. Thus, on the basis of the key messages communicated by the project, threads related to specific project activities (e.g. around the events organised by the project or in relation to the pilot activities) will be launched.

Twitter will be the primary social medium used to promote all website content, newsletters, deliverables, meetings, workshops, events and interactions with stakeholders. We will ReTweet relevant content to our stakeholders to build our Twitter presence.

Figure 3: EOPEN tweets

3 DISSEMINATION PLAN

In order to ensure that the various outputs of the EOPEN project are appropriately disseminated amongst the interested stakeholders, the dissemination team has defined a number of dissemination actions which are presented in detail in the current document. The main objectives of the dissemination plan are:

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

The EOPEN dissemination action plan will be built on the following four (4) main pillars:

- Organisation of Dedicated Workshops / consultation & training events
- Participation in dedicated conferences/workshops
- Synergies with other H2020 projects:
- Publications

3.1 Organisation of Dedicated Workshops / consultation & training events

Dissemination events in the format of targeted workshops will be organized to maximise awareness and engagement amongst the scientific community but also a wider audience (including EOPEN targeted audience). Within the framework of the three-year implementation of EOPEN, various training events will be organized by partners.

Specifically, EOPEN will organise 4 workshops and 2 consultations. Target groups and stakeholders will be invited to be informed on the EOPEN outcomes, and providing feedback. Successful cooperation with end users will lay the basis for winning first customers.

The events will be established via existing and external EOPEN partners, including:

Table 4: Organisation of Workshops via existing and external EOPEN partners

Local authorities	AAWA, Municipality of Vicenza (Italy), General Secretariat for Civil Protection (Greece)
Industry, SMEs and technology developers	SERCO, SPACEAPPS, SUN, SICOS
Research institutes and universities	USTUTT, CERTH, FMI, NOA, KU-eGISRS, ISPRA, KREI, KSRS, DKM, IDIAP

Specifically EOPEN will organize 4 workshops as follows:

1) 2 workshops on M20, M34 collocated with well reputed conferences in order to disseminate EOPEN technologies; CERTH and SERCO will be the main organizers; target users are Research Institutes and universities, industry, SMEs and technology developments. (at least 20 participants).

2) 1 workshop for M24 organised by NOA, KU-eGISRS and SUN, focusing on training and evaluation. Target groups are SMEs, Research Institutes and universities (at least 10 participants).

3) 1 workshop for M36 (field demonstration) organized by AAWA; Target groups are local authorities, SMEs, Governmental organisations, NGOs, Research Institutes and universities (at least 15 participants)

EOPEN will organise the following consultation/training events.

1) 1 consultation event for M4 organized by AAWA focusing on initial user requirements. Target groups are local authorities (at least 3 participants); AB members; Industry (at least 1 participant); Research (at least 1 participant)

2) 1 consultation event for M12 organized by FMI focusing on final user requirements. Target groups are climate change organisations (at least 3 participants); AB members; Industry (at least 1 participant); Research (at least 1 participant)

As we mentioned above, workshops and training events will be organised to accompany key developments of the project. Whenever appropriate, external experts and end users will be invited to participate in the workshops. Parts of the workshops should be targeted and opened to stakeholders not involved in the EO value chain (e.g. policy and decision makers, etc.). Furthermore, when appropriate specific topic experts will be invited to attend the meetings.

Depending on the location, different partners will seek to assess which actors of their own network and partners' networks may be receptive to and interested in the project outputs, at a local level.

To maximise the impact and reach of the project, the communication and dissemination team will seek to organise events in synergy with other initiatives.

3.2 Synergies with other H2020 projects

EOPEN will create impact not only through dissemination and communication activities, but also by linking with other Big Data initiatives and through its activities on a long-term data preservation. In addition, new operational procedures will be proposed, in the context of all use cases. For example:

1. Synergy with **H2020-MOSES** (managing crop water saving with enterprise services) through the organisation of a joint event to collaborate on the basis of supporting water resources procurement and managing flood and drought risk and in supporting water resource conservation at the river basin level: "Beside applications for water

governance and irrigation management, the climate/weather services offered by Moses are of interest also for farmers' associations, plant pathology extension services, risk assessment based on yield production and related insurance." (MOSES GA, Annex I, Part B, p 24). Water authorities can apply restrictions on surface water uptake on dry years depending on measured levels and forecast; consequently irrigation water districts operate in "shortage" sceneries and yearly crop plans are adapted, normally by farmers; some regional offices interested in such information have been identified during the requirement collection (e.g. Comisión de Desembalse de la Demarcación Hidrográfica del Guadalquivir/Confederación Hidrográfica del Guadiana; Office Régional de Mise en Valeur Agricole de Doukkala, Morocco). Monitoring surface water bodies changes, to support irrigation water procurement, is related to PUC1-PUC3 focusing, mainly, on surface water bodies monitoring in agricultural areas. EOPEN will gain knowledge in the combination of satellite and altimetry imagery for flood and drought risk management, and will provide Big Data analytics and decision making, coupled with user-friendly data access and social media-driven notifications. At least one research paper or poster presentation is foreseen between members of the EOPEN and MOSES consortia.

2. Synergy with the **H2020-beAWARE** (Enhancing decision support and management services in extreme weather climate events) project, having one similar pilot use case on flood monitoring and emergency response. In general, the plan is to have dataset exchange and common research papers by members of both consortia. Common events are also foreseen, such as an open day and/or a workshop in the domain of decision support in extreme weather climate events.
3. The **Centre of Excellence on Global Systems Science**, funded under H2020 Framework Programme, is a potential candidate for collaboration. The simulation of Global Challenges in conjunction with data analytics follows the EOPEN idea widely so that joint workshops as well as joint publications could be targeted. In particular, individual solutions of both projects could be demonstrated and applied to the corresponding application domains in order to obtain indications about the individual performance and flexibility. Consequently, both projects would benefit by getting specific ideas about other, data oriented frameworks and solutions.
4. The **H2020 EUXDAT** project targets the optimization of agricultural technology by introducing different data sources such as machinery sensors, local weather sensors and Copernicus data, amongst others. Thus, it follows a similar methodology like EOPEN, albeit on a different scope especially for the data processing. Both projects could leverage their synergies by joint workshops or publications, which could include the comparison of different approaches and their evaluation.
5. The German project **CATALYST** develops new methods and tools for the High Performance Data Analytics and Machine Learning domains. Although no workshops are targeted, both projects could collaborate in the definition of requirements. Furthermore, EOPEN could apply the developed tools of CATALYST and report on its functionality and flexibility for the EOPEN use cases. Finally, joint research papers that evaluate the software packages for manifold application domains could be strived in any sense.
6. Synergy with INTACT. The **INTACT project** drew together knowledge from stakeholders and experts, analyses and assessments, to help and make critical

infrastructure more resilient to extreme weather. EOPEN is using the INTACT case study of Finnish resilience of electricity networks data in the Climate Change Use Case. Future events will invite and attempt to involve the INTACT project.

7. Synergy with EL-TRAN. The **EL-TRAN project** rethought the electric energy system, including how to ensure the whole electric energy system, such as the use of electricity in the transport, housing and building sectors, becomes more climate neutral. EOPEN is using the EL-TRAN data in the Climate Change Use Case. Future events will invite and attempt to involve the EL-TRAN project.

3.3 Participation in dedicated conferences/workshops

Partner representatives will also participate in external meetings and scientific conferences related to the EOPEN objectives. Their presentations should focus on promoting project outcomes and activities. Where of interest, presentations should include results on the activities undertaken within the pilots. In a series of dedicated events have already been scheduled to EOPEN partners to participate throughout the duration of the project, included that shown below. In these conferences EOPEN will meet several partners from research and academic community, local authorities, civil protection agenciesand governmental organisations.

Table 5: List of indicative conferences and workshops

EVENT	OBJECTIVE
• COWM 2018. The International Conference on Citizen Observatories for Water Management. (Venice). Organized by AAWA. (previous edition: COWM 2016	User requirements and JDIG
• International Conference on Wireless and Satellite Systems (WiSATS)	EO and non-EO data acquisition
• IEEE International Geoscience and Remote Sensing Symposium, Knowledge Discovery and Databases (SIGKDD) **https://www.igarss2018.org/**	EO and non-EO data acquisition
• International Conference on Web Search and Data Mining (WSDM) **http://www.wsdm-conference.org/2018/**	EO and non-EO data acquisition
• ESA Living Planet Symposium	Knowledge discovery and content extraction
• 2nd Mapping Water Bodies from Space Conference **http://mwbs2018.esa.int/**	Knowledge discovery and content extraction
• International Conference on Global Challenges and Data-Driven Science CODATA	Knowledge discovery and content extraction
• ACM Multimedia http://www.acmmm.org/2018/	Knowledge discovery and content extraction
• INNS conference Big Data**http://www.innsbigdata2018.org/**	Knowledge discovery and content extraction
• International Conference in Image Processing (ICIP)**https://2018.ieeeicip.org/**	Knowledge discovery and content extraction
• International Conference in Pattern Recognition (ICPR)	Knowledge discovery and

http://www.icpr2018.org/	content extraction
• International ACM SIGIR Conference on Research and Development in Information Retrievalhttp://sigir.org/sigir2018/	Knowledge discovery and content extraction
• International Conference in Multimedia Retrieval (ICMR) http://www.icmr2018.org/	Knowledge discovery and content extraction
• IEEE International Conference on Multimedia & Expo (ICME) http://www.icme2018.org/	Knowledge discovery and content extraction
• International Conference on Semantic Systems (SEMANTiCS)	Semantic representation and the EOPEN ontology
• Conference on Information and Knowledge Management (CIKM)http://www.cikm2018.units.it/	Semantic representation and the EOPEN ontology
• International Semantic Web Conference (ISWC)http://iswc2018.semanticweb.org/	Semantic representation and the EOPEN ontology
• International Conference on World Wide Web (WWW) https://www2018.thewebconf.org/	Semantic representation and the EOPEN ontology
• International Conference on Information Fusion (FUSION) https://fusion2018.eng.cam.ac.uk/	Semantic representation and the EOPEN ontology
• Interoperability conference, RR Web reasoning and rules systems	Semantic representation and the EOPEN ontology
• ESA Conference on Big Data from Space 2019	EOPEN platform
• ISC High Performance 2018 http://isc-hpc.com/	High Performance Computing and High Performance Data Analytics
• The International Conference for High Performance Computing, Networking, Storage, and Analysis https://sc18.supercomputing.org/	High Performance Computing and High Performance Data Analytics
• Sustained Simulation Workshop 2018, Sendai and Stuttgart	High Performance Computing and High Performance Data Analytics
• 2nd Mapping Water Bodies from Space Conference http://mwbs2018.esa.int/	Knowledge discovery and content extraction

3.4 Publications

EOPEN will actively pursue the dissemination of its results to the targeted communities, in alignment with the EOPEN communication and dissemination action plan. The designated dissemination plan is expected to give rise: i) to publication in specialized journals, in related blogs, newsletters, magazines and other social media, and ii) scientific papers in research and technical fields in scientific journals. A list of indicative publications in journals, etc is following.

Table 6: List of indicative publications

PUBLICATION	OBJECTIVE
• Hydrology and Earth System Sciences (HESS)	User requirements and JDIG
• Expert Systems with Applications (Elsevier)	User requirements and JDIG
• Remote Sensing of Environment (Elsevier)	EO and non-EO data acquisition

PUBLICATION	OBJECTIVE
• Journal of Remote Sensing (Taylor & Francis)	EO and non-EO data acquisition
• Remote Sensing (MDPI)	EO and non-EO data acquisition
• ISPRS Journal of Photogrammetry and Remote Sensing	EO and non-EO data acquisition
• IEEE Transactions on Geoscience and Remote Sensing	Knowledge discovery and content extraction
• Data Mining and Knowledge Discovery (Springer)	Knowledge discovery and content extraction
• Knowledge and Information Systems	Knowledge discovery and content extraction
• Pattern Recognition (Elsevier)	Knowledge discovery and content extraction
• ACM Transactions on Information Systems	Knowledge discovery and content extraction
• Big Data Research (Elsevier)	Knowledge discovery and content extraction
• Remote Sensing of Environment	Knowledge discovery and content extraction
• Remote Sensing, International Journal of Applied Earth Observation and Geoinformation	Knowledge discovery and content extraction
• Data and Knowledge Engineering (Elsevier)	Semantic representation and the EOPEN ontology
• Big Data Research (Elsevier)	Semantic representation and the EOPEN ontology
• Journal of web semantics (Elsevier)	Semantic representation and the EOPEN ontology
• International Journal on Semantic Web and Information Systems	Semantic representation and the EOPEN ontology

4 ASSESSMENT

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

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

Table 7: List of indicative conferences and workshops

Tool	Metric	Target
EOPEN website	Site visits per week, downloads per week, website audience	Measurement: Google Analytics;25% visits increase every year, Total visits: 10000
Final Stakeholder Forum	Participants (by target group)	Target: 1 conference
Workshops	no. of workshops, no. of participants / workshops (by target group)	Target: 4 workshops
Consultations	no. of consultations, no. of participants	Target #1: 2 consultations Target #2: at least 5 participants from national authorities and 5 from platform providers
Social Media	no. of groups joined, no. of active discussion forums, no. of views (twitter), no. of comments, likes, favourites and retweets	Target #1: 2 groups and 2 discussion forums (on Twitter) Target #2: at least 1 post per month across all social media platforms
Publications	no. of publications in journal, no. of publications in industry – led magazines and websites	Target: at least 15 scientific or academic articles; at least 5 open access publications
Newsletter	Frequency; no. of readers	Target: Annually created, 100 readers

5 CONCLUSIONS – NEXT STEPS

The elements of the strategic communication plan presented herein will be updated and enhanced as the activities of the project progress. Synthetic reports on communication and dissemination activities, as well as more detailed presentation of the proceedings of conferences and workshops will be provided every 18 months of the project. In the meantime, all project partners will be asked to provide regular information to the WP leader on their activities so as to monitor and potentially boost communication output.