

## EOPEN

opEn interOperable Platform for unified access and analysis of Earth  
 observation data  
 H2020-776019

### D8.4

## Mid-term dissemination report

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**Abstract**

This document reports the EOPEN Communication and Dissemination actions carried out in the first 18 months of project implementation in line with the Communication Strategy and Action Plan of EOPEN (deliverable D8.1). The main objective of this deliverable is to highlight how the impact of the EOPEN project was maximized through the communication, dissemination and engagement activities.

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## Executive Summary

This document reports the EOPEN Communication and Dissemination actions carried out in the first 18 months of project implementation in line with the Communication Strategy and Action Plan of the project (deliverable D8.1). The main objective of this deliverable is to highlight how the impact of the project has been maximized through the communication, dissemination and engagement activities.

Taking into account the communication targets presented in D8.1, and the key messages aimed at them, EOPEN implemented a Communication Action Plan with the use of communication tools developed and tailored on the basis of the different needs of the specific audiences targeted by the project.

During the first trimester of the project a modern website was launched to offer a wide and more specialized range of information on project activities. Also, the first newsletter is on line on the EOPEN Website and will be distributed to a diverse audience by the partners.

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

This document shall be understood as a *living document*, which will be updated for each reporting period issuing a different deliverable (D8.7) until the end of the project documented by the deliverable 8.7 Final dissemination and collaboration report, at M36.

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## ABBREVIATIONS AND ACRONYMS

<b>WP</b>	Work Package
<b>ICT</b>	Information and Communication Technology
<b>EO</b>	Earth Observation
<b>EU</b>	European Union
<b>PUC</b>	Project Use Case
<b>SMEs</b>	Small Medium Enterprises

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## INTRODUCTION

The **Mid-term Dissemination plan** is part of WP8 “Dissemination and Exploitation”, whose main objective is to ensure that the impact of the EOPEN project is maximized through an effective campaign of communication, dissemination and exploitation activities.

This document reports the EOPEN Communication and Dissemination actions carried out in the first 18 months of project implementation in line with the Communication Strategy and Action Plan of EOPEN (deliverable D8.1). Taking all this into account, this report follows the structure presented below:

- **Chapter 1** is a mid-term report on the EOPEN communication targets
- **Chapter 2** provides a detailed account of the different communication tools which have been developed during the first (18-month) period of the project.
- **Chapter 3** provides a detailed account of the different dissemination tools developed by the project.
- **Chapter 4** presents the impact of the communication activities during the first (18-months) period of the project.
- **Chapter 5** presents the way forward for the next reporting period of the project.

## 1 MID-TERM REPORT ON COMMUNICATION TARGETS

This report aims to highlight the main outputs of the various communication actions carried out based on the EOPEN communication strategy, which was described in detail in D8.1.

Taking into account the communication targets presented in D8.1, and the key messages aimed at them, EOPEN implemented a Communication Action Plan that covers the main objectives of the EOPEN as described below.

“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.” (GA, Annex 1, p. 141) Such an objective implies 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. In light of these main principles (D8.1), the communication and dissemination plan of EOPEN project has been based on a 4-steps methodological approach:

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

Following the identification of the main audiences and the expected impacts of the project, the consortium has tried to communicate the relevant messages to each of them:

Table 1: 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
Local authorities, municipalities and civil protection agencies	Open and interoperable platform
	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 and non-EO data
Commercial users / Public	crowd-sourced data and innovative technologies
Media	crowd-sourced data and innovative technologies

In order to better achieve the main objectives of the project, a full report [D2.2] on stakeholders and their functional and non-functional requirements was produced.

The D2.2 was very useful for the further characterization of stakeholders/target groups.

### 1.1 Identification of target groups

In order to reinforce the uptake of the EOPEN technology, a communication and dissemination plan was designed focusing on the following target audiences: **(1) the research and academic community**, especially those engaged in activities relevant to the EOPEN Use cases (PUCs) (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 organizations; **(3) Governmental organizations, 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. The various audiences of the EOPEN communication and dissemination campaigns and their objectives are summarized below:

Table 2: 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 organizations	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

In particular D2.2 elucidates end user requirements, in the context of EOPEN Project Use Cases (PUC).

For example, questionnaires were submitted to stakeholders with a common structure and with a specific part for each case study (PUC1, PUC2 and PUC3). EOPEN acquired information from more than 40 stakeholders, all questionnaires were analysed and the most important information was elicited.

The tables below contain the name and description of the PUC key stakeholders involved in the interviews or survey process (D2.2).

In the second half of the project a more general stakeholder audience will be addressed, leveraging on the platform implemented for the three Use Cases.

Table 3: PUC1 Flood Risk Assessment and Prevention – List of stakeholders

Stakeholder	Description
ARPAV	This administration is the environmental agency of Veneto Region; inside this office there is also the Copernicus contact person for Veneto Region
Regione Veneto Difesa Suolo	This Administration is the office of Veneto Region Administration responsible of land use, water, environmental planning, waste management. This office is also responsible for cartography.
Regione Veneto Protezione Civile	This Administration is the office of Veneto Region Administration responsible of Civil Protection Volunteer (at regional scale, so about formation, guidelines etc.), for Bulletins (Alert bulletins)
Genio Civile di Vicenza	This Administration is the operative office of Veneto Region Administration in water management (river maintenance, river project, dikes etc.)
Corpo Nazionale dei Vigili del Fuoco di Vicenza	The firefighters of Vicenza.
Provincia di Vicenza protezione Civile	This is the provincial office of Civil Protection, similar to Veneto Region Civil Protection office but at province level.
Comune di Vicenza	Municipality of Vicenza.
Consorzio APV	This Administration is a Land reclamation authority responsible for “Alta Pianura Veneta” basin.
Consorzio Brenta	This Administration is a Land reclamation authority responsible for “Brenta” basin.
AAWA (Autorità di Bacino dei fiumi Isonzo Livenza Piave Brenta-Bacchiglione)	This Administration is the top water authority in Veneto, Trentino-Alto-Adige and Friuli region; it is also responsible for some international basins like Timavo Basin (Slovenia). It is an office directly dependent from the Italian Environmental Ministry.

Table 4 : PUC2 Food Security through Earth Observation dataset – List of stakeholders

Stakeholder	Description
Korea Rural Economic Institute	<p>A national agricultural policy research institute focused on the development of agriculture, rural areas and the food industry. The institute is responsible for agricultural monitoring, free trade agreements, world agriculture information, agricultural policies, overseas crop market information, returns to farm support, international cooperation such as the Korean Agricultural Policy Experiences for Food Security (KAPEX). It carries out over 30 different projects per year.</p>
Rural development Administration	<p>A central government organization responsible for extensive agricultural research and services in Korea. The organization has 4 different research and development institutes: National Institute of Agricultural Science, National Institute of Crop Science, National Institute of Horticultural and Herbal Science, National Institute of Animal Science. The administration is focused on agendas such as basic agricultural science and technology and development of steady supply of food and state-of-art technology.</p>
Korea Rural Community Corporation	<p>A national corporation which focuses on rural community development such as stable food production, development and management of agricultural infrastructures. KRC has been contributing to the stable food production for about 50 million people of the nation through the development and management of agricultural infrastructures such as reservoirs and pumping stations and has also been improving the living standard of rural and fishing villages. Major project of the corporation includes food, water, climate, safety, research and training.</p>
APEC Climate Centre	<p>The APEC plays an important role in the region in providing climate information products and services based on a multi-model ensemble prediction system. APEC Climate Centre aims to contribute to economic growth in the APEC region and support the protection of lives and property, the reduction of economic losses, and enhance economic opportunities. The mission of APEC is to enhance the socio-economic well-being of member economies by utilizing up-to-date scientific knowledge and applying innovative climate prediction techniques through climate prediction, interdisciplinary research, climate information services and international cooperation.</p>

Table 5: PUC3 Monitoring the Climate Change through Earth Observation – List of stakeholders

Stakeholder	Description
Finnish Transport Agency	The Finnish Transport Agency (FTA), is a Finnish government agency responsible for the maintenance of Finland's road, rail, and waterway systems.
Reindeer-grazing associations (from 5 different geographical areas)	These contacts represent reindeer herders.
University of Lapland, Arctic Centre	Represents reindeer herding research. Their research topic is related to the changing operational environment of reindeer herding.
Natural Resources Institute Finland	Represents reindeer herding research. Their research is related to the pastures (conditions, usability etc.).
Lapland University of Applied Sciences	Represents education and development of reindeer herding.
Reindeer Herders' Association  Centre for Economic Development, Transport and the Environment (Lapland Area)	Represents the administration of reindeer herding.

## 2 MID-TERM REPORT ON COMMUNICATION ACTIONS

Taking into account the communication targets presented in D8.1 and the key messages, EOPEN has implemented a coherent Communication Action Plan.

As stated in D8.1, 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 COMMUNICATION CHANNELS & MEANS

The communication tools were developed and tailored on the basis of the different needs of the specific audiences targeted by the project. The table below (D8.1) provides an overview of the communication channels that have been implemented and used in the first 18 months of the project as well as their purposes.

Table 6: EOPEN Communication Tools

Communication Tool	Target						Purpose
	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	Creating dialogue with target groups, announce events and utilizing modern communication means

A variety of communication material was produced in order to advertise and communicate the EOPEN news and events. This material is also available digitally in the website so that all partners can reproduce it in their local languages (e.g. Korean brochure).

Finally, Twitter was used to promote all website content, newsletter, meetings, workshops, events and interactions with stakeholders. Posts of these specific communication channels were republished in the website through specific tools.



### 2.1.1 WEBSITE

The website was launched and is regularly updated in order to offer a wide and specialized information on project activities. Website (D8.2) is an essential part of any contemporary research project is to build a strong communication strategy between the consortium and the audience interested in their work.

The website is used for both, as a communication tool itself and as a method of disseminating all the other material, being the main source of information on the project (?), and creating trust (updated, accurate and complete information etc). It includes information such as: the description of the project, its goals, a calendar of events and meetings, all the dissemination material and related news.

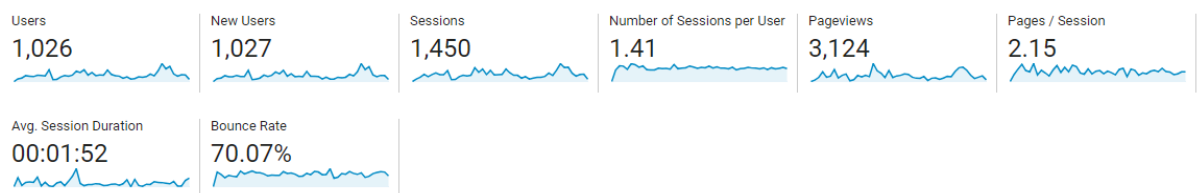
In order to track the activity and the visitors of the project’s website, the Google Analytics web service<sup>1</sup> has been selected and used. Tracking the EOPEN website from June 2018 till the time of writing (April 2019), the time variation of “page views” and “sessions” can be seen in Figures 1 and 2, respectively. The difference between “page views” and sessions is that the first counts single-page visiting, while the latter the complete navigation in the website. In numbers, circa one thousand users have visited EOPEN website, stayed averagely for two minutes and navigated to two pages (Figure 3). Almost ninety percent of these users were visiting for the first time (Figure 4), while the demographics shows that the majority of them are male (Figure 7) and between the ages of twenty-five and forty-four (Figure 6). Finally, Figure 5 reveals interest in the project even from countries outside the European Union, with United States users being top visitors.



Figure 1: EOPEN web analytics (page views)



Figure 2: EOPEN web analytics (page sessions?)



<sup>1</sup> <https://analytics.google.com/analytics/web/>

Figure 3: EOPEN web analytics (users)

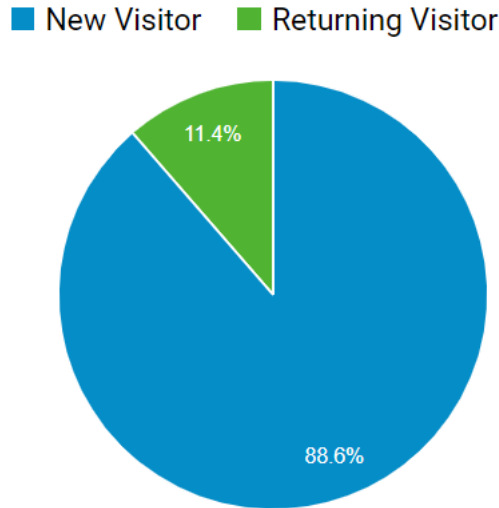


Figure 4: Number of users visiting the website for the first time










Country	Users	% Users
1.  United States	160	15.36%
2.  Greece	117	11.23%
3.  Italy	111	10.65%
4.  France	50	4.80%
5.  India	50	4.80%
6.  South Korea	40	3.84%
7.  Netherlands	37	3.55%
8.  Brazil	36	3.45%
9.  United Kingdom	34	3.26%
10.  Germany	33	3.17%

Figure 5: EOPEN web analytics (note visitors outside Europe)

Age	321 % of Total: 31.29% (1,026)	321 % of Total: 31.29% (1,026)
■ 25-34	115	36.39%
■ 35-44	105	33.23%
■ 45-54	40	12.66%
■ 18-24	39	12.34%
■ 55-64	17	5.38%

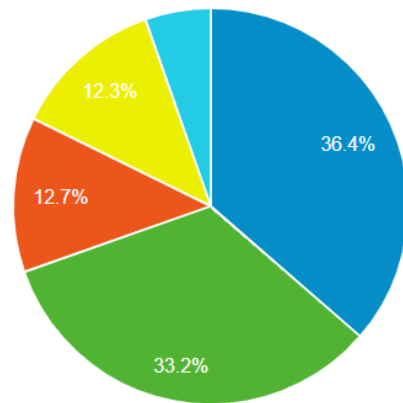


Figure 6: EOPEN web analytics (demographics)

Gender	325 % of Total: 31.68% (1,026)	325 % of Total: 31.68% (1,026)
■ male	211	64.53%
■ female	116	35.47%

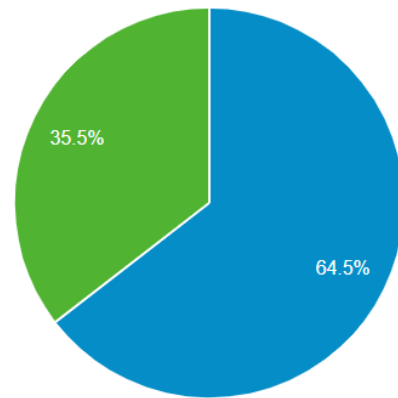


Figure 7: EOPEN web analytics (demographics/ male and female visitors)

### 2.1.2 NEWSLETTER

One digital Newsletter in English has been produced until now, providing information on the project and its progress. The design of the newsletter is presented below – it includes six main sections: Intro, success stories, events, publications, interactions with other projects and info about the consortium. The first newsletter is on line (<https://eopen-project.eu/2019/04/23/1st-newsletter-is-online/>) and it will be distributed to a diverse audience by the partners, 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).



Figure 8: EOPEN Newsletter

### 2.1.3 LEAFLET/BROCHURE

One of the main goals of the Communication Strategy was to create a set of promotional and communication materials designed specifically to appeal to the target audiences. These materials and their purposes are (D8.2):

- **Logo:** A logo has already been developed and can be used in the different layouts: website, leaflet, brochure, templates for final deliverables, templates for presentation, etc.



Figure 9: EOPEN Logo

- **Leaflets:** Two leaflets of the project have been produced in order to promote the EOPEN project at several conferences and workshops.



Figure 10: EOPEN leaflets

### 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. Twitter was used to promote all website content, newsletter, meetings, workshops, events and interactions with stakeholders.

During the reporting period of the project 27 tweets were posted and the project Twitter account attracted totally 71 followers, 11.409 impressions and 148 likes. Additionally, a specific widget has been added to the homepage of the EOPEN website that displays the most recent posted tweets, serving at the same time as a way to make the Twitter account known to the visitors of the website.





Figure 11: EOPEN tweets

### 3 MID-TERM REPORT ON DISSEMINATION ACTIONS

Taking into account the dissemination actions presented in D8.1 and the key messages, EOPEN implemented a coherent Dissemination Action Plan.

As stated in D8.1, the Dissemination activities were strongly tied to the Communication actions, which are using the same communication channels, tailoring their messages and means according to their corresponding mandates.

The main objectives of the dissemination plan were to:

- Disseminate information on given data products or services among the various users and user communities;
- Disseminate information on pilot 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 was built on the following four (4) main pillars:

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

In the second half of the project a (webinar) training video is planned to be produced aimed at promotion and training of an extended stakeholder audience in addition to the PUC stakeholders identified during the requirement analysis.

During the first 18 months period the following dissemination activities have taken place:

1. Organization of dedicated workshops/consultation and training
  - User Requirement meeting, Consortium Members, PO, stakeholders, AAWA, Vicenza, IT, 11-12 Apr 2018, M6
2. Participation in dedicated conferences/workshops

Table 7: List of Workshops and Conferences

Event Name	Short Description	Date and Venue	Type of Action	Name of Partner	Target Groups
ICT COST Action	Final Management Committee and Working Groups Meeting, ICT community	7-8 Sep 2017 Athens	Presentatio n	CERTH	ICT community linking visual with textual information



Space Week Rome	linking visual with textual information Strategic networking opportunities addressed to universities, research centers, industries, SMEs and local administrations	21-23 Nov 2017 Rome	Leaflets and Networking	CERTH	Space community with a main focus on Earth Observation
Big Data Value Association meeting	Meeting industry and academia BDVA, communication of EOPEN to industrial key players in Big Data	20 Jun 2018 Brussels	Networking	CERTH	Space and Big Data communities
ISC High Performance 2018	Conference HPC, Network and Storage experts and end users ISC Group	24-28 Jun 2018 Frankfurt	Leaflets & Networking	USTUTT	HPC, Network and Storage experts, and end users
US-Serbia and West Balkan Data Science Workshop	The workshop is aimed to explore how the US data science community can cooperate with and benefit from collaborations with partners in Serbia and the West Balkan region.	26-28 Aug, Belgrade, Serbia	Poster presentation	CERTH	Public Authorities, LEAs, Researchers
2018 Inspire Conference	The European INSPIRE Directive leads to a digital highway for sharing information on Europe's environment to reach all levels of government	18 - 21 September 2018, Antwerp, Belgium	EOPEN poster presentation	SpaceApps	Governmental bodies

	and application areas beyond the environment contributing to the digital transformation of European society.				
Medi@4sec	WORKSHOP: MEDI@4SEC is a developing network of law enforcement agencies and public security planners which can share experience and improve the use of social media in everyday public security practice.	26 Sep 2018	Networking	CERTH	Innovative Market Solutions workshop, Law Enforcement Agencies and other security stakeholders. Approx. 50-60 people audience, interaction with industrial and security stakeholders
International Conference for High Performance Computing, Networking, Storage, and Analysis (SC18)	The International Conference for High Performance Computing, Networking, Storage, and Analysis	11-16 Nov 2018, Dallas, USA	Leaflets & Networking	USTUTT	HPC, Network and Storage experts, and end users

### 3. Synergies with other H2020 projects

Table 8: List of synergies

Event Name	Short Description	Organise by	Date and Venue	Synergie with	Name of Partner
Big Data from Space 2017	Presentation @ Space Conference Space and Big Data communities ESA, SatCen, JRC	ESA, SatCen, JRC and hosted by CNES	28-30 Nov 2017 Toulouse	clustering with other EO-2-2017 H2020 projects	CERTH, SPACEAPPS, SERCO
2nd Mapping Water Bodies from Space	ESA Principal Investigators, Co-	European Space Agency (ESA-ESRIN)	28-30 Nov 2017, Toulouse	EOPEN poster presentation	SERCO, CERTH

Conference 2018	investigators, S1-S2-S3 users, Scientists, Students, Representatives from national, European and international space agencies, research labs and value adding industries					, synergy with H2020-MOSES projec
15th International Conference on Information Systems for Crisis Response (ISCRAM)	Conference academic researchers and practitioners with a particular focus in crisis management	Rochester Institute of Technology, USA	20 - 23 May 2018, Rochester, USA	EOPEN poster presentation	CERTH	, synergy with H2020-beAWARE project
International conference on Citizen Observatories for Water Management Conference (COWM2018)	Conference Scientists, innovators, policy makers, business people, AAWA, SERCO, CERTHSERCO presents an EOPEN paper	AAWA	27-30 Nov 2018, Venice, Italy	SERCO presents an EOPEN paper, synergy with H2020-MOSES and H2020-beAWARE	AAWA, SERCO, CERTH	
Successful R&I in Europe 2019 - 10th European Networking Event	Meet actors in view to exploit future proposal opportunities as well as to extend stakeholders/ user communities leveraging on European initiatives	ZENIT GmbH on behalf of the Ministry of Culture and Science of the German State of North Rhine-Westphalia. Framework European Enterprise Network <a href="https://een.ec.europa.eu/">https://een.ec.europa.eu/</a>	14-15 February 2019, Düsseldorf, Germany	SERCO	<a href="#">link</a>	

- 4. Publications

Table 9: List of publications

Source	Conference/Journal	Article	Type of Publication	Status
CERTH	Big Data from Space, Munich, Germany February 2019	Road passability estimation using deep neural networks and satellite image patches	Paper	Accepted
CERTH	Big Data from Space, Munich, Germany February 2019	EOPEN: Open interoperable platform for unified access and analysis of earth observation data	Paper	Accepted
CERTH	MediaEval Workshop, Sophia Antipolis, France, 29-31 October	A multimodal approach in estimating road passability through a flooded area using social media and satellite images	Paper	Accepted
CERTH	International Conference on MultiMedia Modeling, January 2019, Thessaloniki, Greece	Early Identification of Oil Spills in Satellite Images Using Deep CNNs	Paper	Accepted
CERTH	US-Serbia & West Balkan Data Science Workshop 2018 – Big Data and Critical Infrastructures, 26-28 August 2018, Belgrade, Serbia	A Flood Monitoring Tool for Urban Areas Using Satellite, Weather and Social Data	Poster	
CERTH, SERCO	2nd International Conference Citizen Observatories for natural hazards and Water Management, Venice, 27-30 November	Earth Observation and Social Multimedia Data Fusion for Natural Hazards and Water Management: The H2020 EOPEN Project Paradigm	Paper	Accepted
CERTH, AAWA	International conference on Citizen Observatories for Water Management Conference (COWM2018)	SOCIAL MEDIA OBSERVATIONS FOR FLOOD EVENT MONITORING IN ITALY OVER A ONE-YEAR PERIOD	Extended Abstract in Conference	Accepted
CERTH	IEEE Int. Conf. on Image Processing (ICIP 2018), Athens, Greece, October 2018	A deep neural network for oil spill semantic segmentation in SAR images	Paper	Accepted

SpaceApps	Inspire Conference 2018, Antwerp, Belgium September 2018	The H2020-EO EOPEN project	Poster	
CERTH	13th Workshop on IEEE Image, Video, and Multidimensional Signal Processing (IVMSP 2018), 10-12 June 2018, Zagori, Greece	People and vehicles in danger - A fire and flood detection system in social media	Paper	Accepted
CERTH	The Web Conference (WWW2018) - 2nd workshop on Exploitation of Social Media for Emergency Relief and Preparedness, Lyon, France, 23-27 April, 2018	Flood relevance estimation from visual and textual content in social media streams	Paper	Accepted
SERCO, CERTH	2nd Mapping Water Bodies from Space Conference, 27-28 March 2018, Frascati, Italy	Testing a Flood Mask Correction Method Of Optical Satellite Imagery Over Irrigated Agricultural Areas	Abstract in Conference	Accepted
CERTH	Big Data from Space 2017, Toulouse, France 28-30 November 2017	The H2020-EO EOPEN project	Poster	
NOA	EARSeL 2018 Conference	A Transferable Sentinel-based Agriculture Monitoring Scheme	Abstract in Conference	Accepted
CERTH	The Web Conference (WWW2018) - 2nd workshop on Exploitation of Social Media for Emergency Relief and Preparedness, Lyon, France, 23-27 April, 2018	Flood relevance estimation from visual and textual content in social media streams	Paper	Accepted

## 4 ASSESSMENT

In order to present the impact of the EOPEN communication strategy and actions, the criteria of D8.1 on evaluation progress have been applied.

Table 10: List of metrics

Tool	Metric	Target
<b>EOPEN website</b>	Site visits per week, downloads per week, website audience	Measurement: Google Analytics; 25% visit increase every year, Total visits: 10000 <b>Reporting period: 1000 users (see 2.1.1)</b>
<b>Final Stakeholder Forum</b>	Participants (by target group)	Target: 1 conference <b>Next reporting period</b>
<b>Workshops</b>	no. of workshops, no. of participants / workshops (by target group)	Target: 4 workshops <b>Reporting period: 1 workshop</b>
<b>Consultations</b>	no. of consultations, no. of participants	Target #1: 2 consultations <b>Reporting period :2 consultations with more than 5 participants from national authorities.</b> <b>Consultations with platform providers: next reporting period</b> Target #2: at least 5 participants from national authorities and 5 from platform providers
<b>Social Media</b>	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 <b>Reporting period: 27 tweets</b>
<b>Publications</b>	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 <b>Reporting period: 15 publications in conferences/workshops</b>
<b>Newsletter</b>	Frequency; no. of readers	Target: Annually created, 100 readers Reporting period: The Newsletter is available on the EOPEN website it will be distributed in May

## 5 CONCLUSIONS – NEXT STEPS

This report aims to highlight the main outputs of the various communication actions carried out based on the EOPEN communication strategy, which was described in detail in D8.1.

During the reporting period the Consortium has used the communication material for communication and dissemination purposes, participated in 8 workshops with oral presentations and posters, made synergies with other EO projects (5 in number) and published their work in 15 conferences and workshops. The majority of the partners are following the twitter account of the project and they retweeted the posts of the project.

The elements of the communication strategy presented herein will be updated and enhanced as the activities of the project progress. The main goals for the next period of the project is to increase:

- the number of visitors in the EOPEN website
- the number of followers and the interaction in the Twitter
- the visibility of the project at media and public
- the number recipients of the Newsletter

Eventually a (Webinar) training video is planned for dissemination purposes, targeted at a wider stakeholder audience.