EOPEN

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

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D8.7

Final dissemination and collaboration report

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Abstract

This document reports the EOPEN Communication and Dissemination actions carried out in the last 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 summarize how the impact of the EOPEN project was maximized through the communication, dissemination and engagement activities.

History

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Executive Summary

This document reports the EOPEN Communication and Dissemination actions carried out in the last 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 and summarize 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 last 18 months of the project several dissemination activities took place with main goal to communicate the EOPEN platform to dedicated users. Additionally, field exercises took place for each PUC.

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.

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ABBREVIATIONS AND ACRONYMS

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

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INTRODUCTION

The **Final Dissemination and Collaboration report** 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 last 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 final report on the EOPEN communication targets.
- **Chapter 2** provides an update 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 last (18-months) period of the project.
- **Chapter 5** presents the conclusions of the communication and dissemination activities.

1 FINAL REPORT ON COMMUNICATION TARGETS

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

In order to achieve the main objectives (D8.1) of the project, an effective communication and dissemination campaign was implemented 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 and d. Evaluation.

In D8.4 the EOPEN target audiences were described and a dedicated communication and dissemination plan was designed in order to reinforce the uptake of the EOPEN technology.

In the last 18 months of the project a more general stakeholder audience was addressed through the implementation of the field exercises per pilot.

2 FINAL REPORT ON COMMUNICATION ACTIONS

The EOPEN Communication actions are strongly tied to the Dissemination activities, which use 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 during the lifetime of the project.

Table 1 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	Creating dialogue with target groups, announce events and utilizing modern communication means

Communication material was produced in order to advertise and communicate the EOPEN news and events. This material is also available digitally in the website.

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 EOPEN project's website traffic is being tracked and reported by the Google Analytics web service[1] and here we report the traffic from May 2019 till the time of writing (19/10/2020). Figure 1 and Figure 2 show the time variation of "pageviews" and "sessions", where pageviews represent each individual time a page on the website is loaded, while a session represents a single visit to the website and can include many pageviews.

Both pageviews and sessions have been increased in comparison to the previous reporting and a peak can be noted in October 2019, due to the high visibility of the project during the participation to ACRS2019. As seen in the analytics of Figure 3, around two thousand users have visited the EOPEN website (doubled compared to the last report) and stayed averagely for one and half minute.

The majority of users were visiting the site for the first time, while the number of returning visitors has slightly increased (Figure 4). Visitors are mostly from European countries, such as Italy and Greece, where the core communication channels of most EOPEN partners are, but there also countries outside the EU, with the United States having the most visitors (Figure 5). Finally, the demographics show that most visitors are under 34 (Figure 6) and male (Figure 7), while for the first time we have had a percentage (3.5%) of visitors that are over 65.
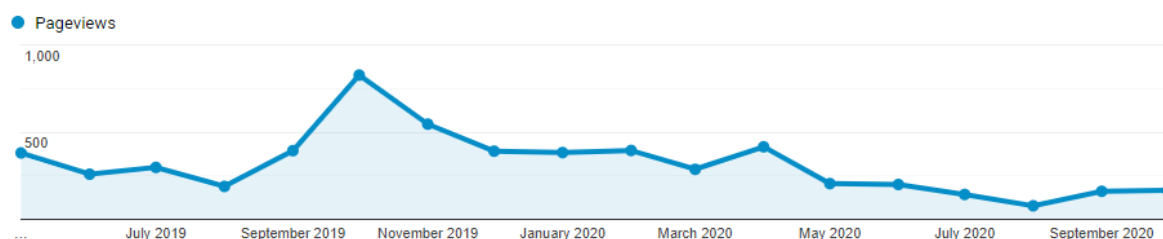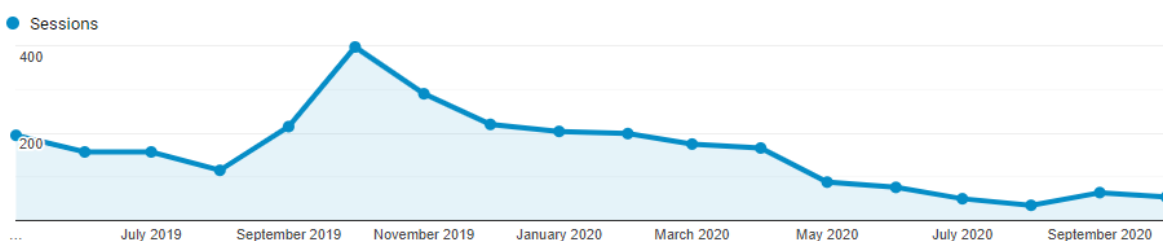

Figure 1. EOPEN web analytics – pageviews

Figure 2. EOPEN web analytics – sessions

Users	New Users	Sessions	Number of Sessions per User
1,929	1,908	2,857	1.48

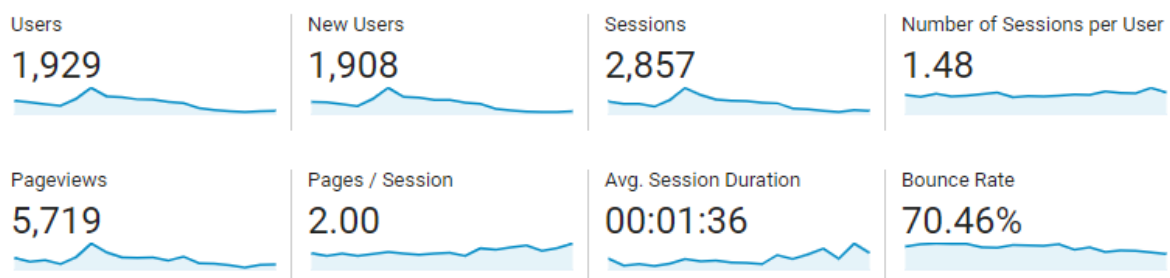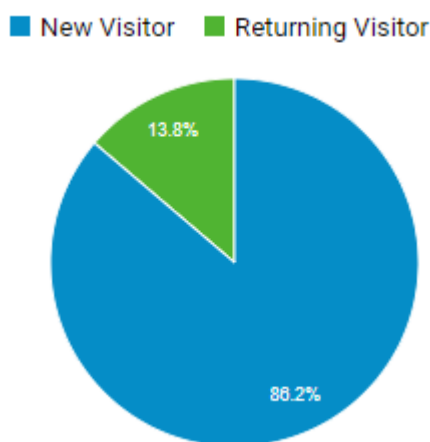| Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
5,719	2.00	00:01:36	70.46%

Figure 3. EOPEN web analytics – users and traffic

Figure 4. EOPEN web analytics – percentage of new and returning visitors

	Country	Users	% Users
1.	United States	441	22.58%
2.	Italy	222	11.37%
3.	Greece	187	9.58%
4.	South Korea	97	4.97%
5.	France	83	4.25%
6.	Germany	75	3.84%
7.	Belgium	68	3.48%
8.	Netherlands	66	3.38%
9.	India	62	3.17%
10.	United Kingdom	58	2.97%

Figure 5. EOPEN web analytics – top countries visiting the EOPEN website

Age	547 % of Total: 28.36% (1,929)	547 % of Total: 28.36% (1,929)
■ 25-34	230	40.00%
■ 35-44	127	22.09%
■ 45-54	83	14.43%
■ 18-24	70	12.17%
■ 55-64	45	7.83%
■ 65+	20	3.48%
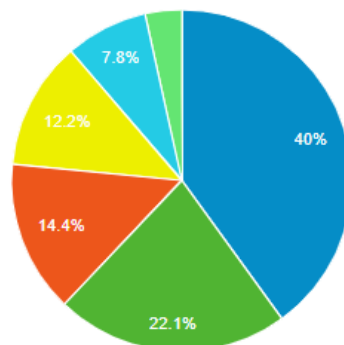
Figure 6. EOPEN web analytics – age demographics

Gender	564 % of Total: 29.24% (1,929)	564 % of Total: 29.24% (1,929)
■ male	372	64.70%
■ female	203	35.30%
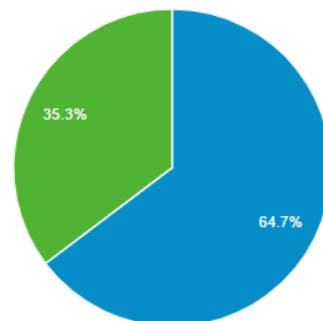
Figure 7. EOPEN web analytics – gender demographics

2.1.2 NEWSLETTER

Two digital newsletters in English have been produced during the lifetime of EOPEN, providing information on the project and its progress, and both can be found online: **https://eopen-project.eu/newsletters/**. The newsletters have been distributed to a diverse audience by the partners, reaching the goal to disseminate the project activities among all the involved target groups, i.e. research & technology providers, such as organisations, researchers, private entities, innovation intermediaries, and users. The second newsletter, published in October 2020, includes the following sections: The Project (introduction), Events, Final Events, Recent Publications, Synergies, and The Consortium (presentation of the partners). A preview can be seen in Figure 8.
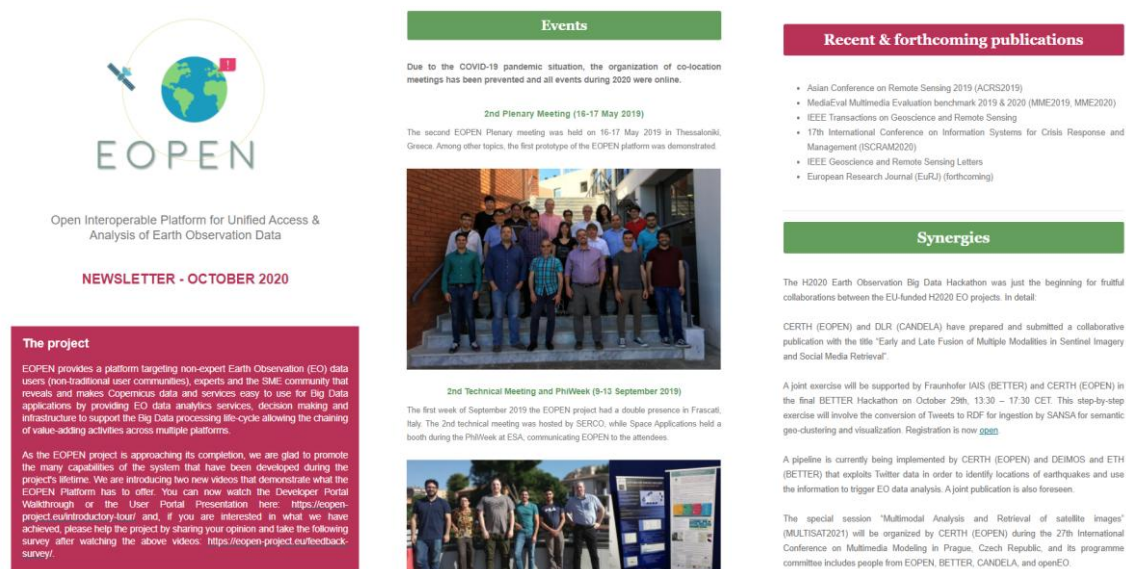
Figure 8. The second EOPEN newsletter

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 are available in the EOPEN website (Logo and **Leaflet**). Any other communication material i.e. posters, was produced following the brand identity of the project.

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, 15 new tweets have been posted and the EOPEN Twitter account (**https://twitter.com/EOPEN_project**) has gained 25,000 tweet impressions, 297 profile visits, 43 mentions, and 70 new followers, reaching 146 followers in total.

Figure 9. The latest tweet posted by EOPEN

3 MID-TERM REPORT ON DISSEMINATION ACTIONS

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 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

Taking into consideration the project's Communication Strategy goals, the project during this reporting period had a greater response to Research, Institutional and Academic Community via dedicated workshops and other communication channels. The EOPEN partners participated in several conferences and workshops (table 3), disseminating the added value of the project. For instance, EOPEN participated in the H2020 Earth Observation Big Data Hackathon which took place on 7-8 November 2019, Frascati, Italy. The EOPEN platform was presented in this Hackathon and the participants had the opportunity for a hands-on experience. Furthermore, on the occasion of the ACRS2019 which took place on 14-18 October 2019, the H2020 EOPEN Project organized a dedicated session and a live platform demonstration took place in the Korean University.

In April 2019, after a successful second review, EOPEN invited the members of its External Advisory Board to attend an online meeting. The project's progress and a live demonstration of the developed platform was presented. In the same period the new videos presenting the EOPEN platform were uploaded in the EOPEN website.

In October 2020, the EOPEN project participated in ESA EO PhiWeek virtual event and a side event was organised on October 1st, 09:30 – 11:00 CEST having as a main goal the visibility of project's achievements. Additionally, a live panel discussion about the Digital Twin Earth challenge and how EOPEN assesses, was organized. The dedicated e-Poster about EOPEN is online at **https://eopen-project.eu/phi-week-2020/**.

In parallel, a field exercise was held online in order to demonstrate the platform and in particular the usage of EOPEN in the Italian Use case oriented in Flood management. Over 15 officers from several services have participated. During the exercise people with different backgrounds and experience in Earth Observation attended: from Veneto Region administration and Veneto Region Civil Protect Office, to municipalities and Land Reclamation authorities. During the event, each participant navigated through the platform practicing a simple exercise; the storyline used was a reconstruction of the 2018 storm (the VAIA Storm) so the participants could experiment the usage of EOPEN in those events.

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

1. Organization of dedicated workshops/consultation and training

Table 2 List of Workshops and Conferences (organised by EOPEN)

Event Name	Short Description	Date and Venue	Number of participants	Organised	Target Groups
1.Info Day	Day reserved to demonstration of the EOPEN first prototype to stakeholders involved in the first user requirements meeting held in Vicenza (April 2018)	23 September 2019, Vicenza, Italy	10	AAWA	Decision makers, Civil protection (Vicenza and Veneto Region), Firefighters, EO (cartographic office of Veneto Region), Veneto Region soil defense office, non EO (meteo association)
2.H2020 Earth Observation Big Data Hackathon	A joint event organised by five EU-funded Horizon 2020 projects that are developing cutting-edge software to process large amounts of Earth Observation (EO) data	7-8 November 2019, Frascati, Italy	45	EOPEN (SERCO, SpaceApps, CERTH), BETTER, CANDELA, OpenEO, Perceptive Sentinel	EO practitioners who want to learn about and gain hands-on experience with various innovative EO solutions being explored by the five projects
3.Field exercise	Demonstration and testing of the EOPEN Platform, by reconstructing the 2018 Vaia Storm	14 October 2020, Virtual	Over 15	AAWA	Veneto Region administration, Veneto Region Civil Protect Office, municipalities, Land Reclamation authorities

4.Flood-Related Multimedia Task at MediaEval 2020	The task requires participants to build an information retrieval system or a classifier that is able to distinguish whether or not a tweet is relevant to a flooding event in an area of interest, in order to support flood disaster management.	11-15 December 2020, Virtual	TBA	CERTH, supported by AAWA	Researchers in the areas of social media, multimedia and multilingual analysis, multimedia classification and information retrieval ; industries and SMEs that develop similar AI technologies for semantic data fusion and retrieval of multi- or cross-lingual content; researchers and practitioners in the domains of disaster management, emergency response, situational awareness, water management, and any other flood-related domains.
5.PUC3 Webinar	Stakeholder event for presenting the use case status and getting feedback.	FMI	3 June 2020, virtual	7	Reindeer herders and researchers
6.PUC2 Webinar	Stakeholder event for presenting the use case outputs and reveibing feedback.	NOA	8 June 2020, virtual	11	Korea Rural Economic Institute, Rural Development Agency, CJ Corporation and researchers. NOTE: at least 5 from national authorities, no platform providers

2. Participation in dedicated conferences/workshops

Table 3 List of Workshops and Conferences

Event Name	Short Description	Date and Venue	Type of Action	Name of Partner	Target Groups
1.Open Geospatial Consortium (OGC) Technical Committee	Earth Observation Exploitation Platform DWG Meeting (Monday 24th, 14:45)	24-28 Jun 2019, Leuven, Belgium	Presentation	SpaceApps	ICT community linking visual with textual information
2.SC High Performance 2019	Conference HPC, Network and Storage experts and end users ISC Group	16-20 Jun 2019 Frankfurt	Leaflets and Networking	USTUTT	HPC, Network and Storage experts, and end users
3.ESA Earth Observation Phi-week 2019	The European Space Agency (ESA) is organising a Φ-week event focusing on EO Open Science and FutureEO - to review the latest developments in Open Science trends.	9-13 September 2019, ESRIN, Frascati, Italy	Presentation and EOPEN+ASB booth	SpaceApps	Space, Big Data, Open Science, Research Infrastructures
4.ACRS 2019	The conference aims to promote and facilitate Remote Sensing and related geospatial technological advancement. In addition, this conference will provide good opportunities for innovative knowledge exchange and collaboration among the member countries. The theme for	14-18 October 2019, Daejeon, Korea	3 EOPEN Sessions: Session 1: Special Seminar of EOPEN Working Group Session 2: EOPEN solution for Food Security Use Case Session 3: EOPEN Use Cases and Platform	All consortium	ACRS audience

	ACRS2019 is "Progress of remote sensing technology for smart future".		Demonstration

in addition to an EOPEN paper (prepared by the Consortium) presented at the General Conference | | |
5.30th Workshop on Sustained Simulation Performance	The Workshop on Sustained Simulation Performance focuses on the highest sustained performance on current and future supercomputer architectures for real world applications.	9-10 October 2019, Stuttgart, Germany	Presentation & Networking	USTUTT	HPC, Network and Storage experts, and end users
6.Water Knowledge Europe 2019	Water Knowledge Europe (WKE) is a brokerage event that allows members to network, exchange knowledge and experiences, and to collaborate along the water value chain to address challenges, develop and implement new solutions, and shape successful project consortia.	30-31 October 2019, Brussels, Belgium	Presentation & Networking	CERTH	Water sector, water utilities, water authorities
7.Ninth International Conference on Image Processing Theory, Tools and	A forum to meet and discuss various important issues on image processing and applications	6-9 November 2019 Istanbul	Presentation	CERTH	International researchers, innovators, educators, and practitioners in image processing

Applications (IPTA 2019)					
8.International Disaster Response Expo 2019	Global showcase for the discussion and innovation of crisis response related activities	03-04 December 2019, Kensington Olympia, London, United Kingdom	Presentation & Networking	SERCO	Disaster Response, Public Authorities, Public Safety
8.Conference and Labs of the Evaluation Forum 2020 (CLEF2020)	Information Access Evaluation meets Multilinguality, Multimodality, and Visualization	22-25 September 2020, Virtual	Presentation	CERTH	Researchers and practitioners from all segments of the information access and related communities

3. Synergies with other H2020 projects

Table 4 List of synergies

Event Name	Short Description	Organise by	Date and Venue	Synergies with	Name of Partner
1.Final H2020 BETTER Project Hackathon	A joint BETTER-EOPEN exercise that converts Tweets to RDF for ingestion by SANSA for semantic geo-clustering and visualization.	Fraunhofer IAIS (BETTER)	29 October 2020, Virtual	CERTH (EOPEN) and Fraunhofer IAIS (BETTER) synergy	CERTH
2.Multimodal Analysis and Retrieval of satellite images (MULTISAT2021)	Special session in the 27th International Conference on Multimedia Modeling	CERTH	May 2020, Prague, Czech Republic	The programme committee includes people from EOPEN, BETTER, CANDELA, and openEO	CERTH

| 3.11th IAPR International Workshop on Pattern Recognition in Remote Sensing (PRRS 2020/2021) | "Early and Late Fusion of Multiple Modalities in Sentinel Imagery and Social Media Retrieval" has been submitted. | - | 10 January 2021, Virtual | Joint publication with DLR (BETTER) | CERTH |

4. EC Related/Sponsored Networking Events

Table 5 List of networking events

Event Name	Short Description	Organise by	Date and Venue	Synergies with	Name of Partner
From space to earth & back: how standards support space applications for Europe	About 80 participants contributed to the one-day interactive workshop that focused on how standardization can support the European space industry and reinforce Europe's autonomous access to space.	CEN - European Committee for Standardization	From space to earth & back: how standards support space applications for Europe	CERTH (EOPEN) and Fraunhofer IAIS (BETTER) synergy	SPACEAPPS

5. Publications

Table 6 List of publications

Source	Conference/Journal	Article	Type of Publication	Status
NOA	Asian Conference on Remote Sensing 2019, 14-18 October 2019, Daejeon, Korea	Scalable Distributed Random Forest Classification for Paddy Rice Mapping	Paper	Accepted
CERTH	Asian Conference on Remote Sensing 2019, 14-18 October 2019,	A Deep Neural Network Slope Reduction Model on	Paper	Accepted

	Daejeon, Korea	Sentinel-1 Images for Water Mask Extraction		
CERTH	MediaEval Workshop, 27-29 October 2019, Sophia Antipolis, France	Multimedia Analysis Techniques for Flood Detection Using Images, Articles and Satellite Imagery	Paper	Accepted
KU	IEEE Transactions on Geoscience and Remote Sensing	Deep Learning Applications on Multitemporal SAR (Sentinel-1) Image Classification Using Confined Labeled Data: The Case of Detecting Rice Paddy in South Korea	Journal	Accepted
CERTH	17th International Conference on Information Systems for Crisis Response and Management (ISCRAM 2020), 24-27 May 2020, Blacksburg, Virginia (USA)	Flood detection with Sentinel-2 satellite images in crisis management systems	Paper	Accepted
CERTH	IEEE Geoscience and Remote Sensing Letters, 2020	Multimodal Fusion of Sentinel-1 images and Social media Data for Snow Depth estimation	Journal	Accepted
CERTH	Online Social Networks and Media - Elsevier	A social media analytics platform visualising the spread of COVID-19 in Italy via exploitation of automatically	Journal	Under major revision

		geotagged tweets		
CERTH	MediaEval Workshop, 11-15 December 2020	The Flood-related Multimedia Task at MediaEval 2020	Paper	Submitted
CERTH	11th IAPR International Workshop on Pattern Recognition in Remote Sensing (PRRS 2020/2021)	Early and Late Fusion of Multiple Modalities in Sentinel Imagery and Social Media Retrieval	Paper	Submitted

6. Publications in magazines

Table 7 Popularised publications

Title	Author	Date	Type	Issue	File
What have the Romans ever done for us?	Laurence Marzell	October 2019	Article in journal	Crisis > Response, vol. 14, issue 4	laurencemarzell.pdf

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 8 List of metrics

Tool	Metric	Target
EOPEN website	Site visits per week, downloads per week, website audience	Measurement: Google Analytics;25% visit increase every year, Total visits: 10000 **Reporting period: 1929 users (see 2.1.1)**
Final Stakeholder Forum	Participants (by target group)	**Target: 1 conference**
Workshops	no. of workshops, no. of participants / workshops (by target group)	Target: 4 workshops **Reporting period: 6 workshop**
Consultations	no. of consultations, no. of participants	**During the reporting period 3 consultations (field exercises) were organized. Both targets were delivered.** Target #1: 2 consultations Target #2: at least 5 participants from national authorities and 5 from platform providers - **Over 5 national authorities (PUC2 Webinar) and over 15 regional authorities (Field Exercise)**
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 **Reporting period: 16 tweets**
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 **Reporting period: 9 publications in conferences/workshops**
Newsletter	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

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 and published their work in 9 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 last 18 months the number of visitors in the EOPEN website, the number of followers and the interaction in the Twitter and the visibility of the project at media and public were increased. 2 Newsletters were produced and circulated through the partners networking to several recipients.

The impact of the communication activities is strongly tied to the success of the stakeholder engagement and dissemination activities. Thus, the tools developed as part of the communication strategy will be leveraged in a holistic approach. In D8.1 appropriate indicators to assess the impact of dissemination and communication were described. The following table summarises these potential indicators as described in the DoW.

Table 9 Indicative list of metrics

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/workshop (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 (Facebook, LinkedIn), no. of tags and followers (Twitter), no. of comments, likes, favourites and retweets	Target #1: 2 groups and 2 discussion forums (on Facebook, Twitter and LinkedIn) Target #2: at least 1 post per month across all social media platforms
Publications	no. of publications in journals, 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

In the following table we can see the progress of the communication and dissemination KPIs during the lifetime of the project.

Table 10 Total list of metrics

Tool	Metric	Target
EOPEN website	Site visits per week, downloads per week, website audience	Measurement: Google Analytics;25% visit increase every year, Total visits: 10000 **Reporting period: 2.929users (see 2.1.1)**
Final Stakeholder	Participants (by target group)	**Target: 1 conference**

Forum		
Workshops	no. of workshops, no. of participants / workshops (by target group)	**Total number=10**
Consultations	no. of consultations, no. of participants	**During the lifetime of the project 3 consultations (field exercises) were organized. Both targets were delivered.** Target #1: 2 consultations Target #2: at least 5 participants from national authorities and 5 from platform providers - **Over 5 national authorities (PUC2 Webinar) and over 15 regional authorities (Field Exercise)**
Social Media	no. of groups joined, no. of active discussion forums, no. of views (twitter), no. of comments, likes, favourites and retweets	**Total number=23 Tweets**
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 **Reporting period: 24 publications in conferences/workshops**
Newsletter	Frequency; no. of readers	**2 Newsletters. Number of recipients= more than 500**

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