Reinforcing the AI4EU Platform by Advancing Earth Observation Intelligence, Innovation and Adoption

D7.4: Communication & Dissemination Report I

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Executive Summary

The aim of this document is to outline the dissemination and communication activities that were undertaken in accordance with the DoA of the AI4Copernicus project during the first half of its duration. This deliverable follows on the footsteps of the dissemination and communication plan which was laid out in *Deliverable 7.1 Communication and Dissemination Plan*.

The document covers the full spectrum of activities undertaken in the reporting period acting as a comprehensive report of visual and editorial elements produced by WP7 Lead to reach the identified target audiences according to the strategy, and to reach the set Key Performance Indicators.

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List of Terms & Abbreviations

Abbreviation	Definition
WP	Work Package
DoA	Description of Action
DIHs	Digital Innovation Hubs
AI	Artificial Intelligence
EO	Earth Observation
OC	Open Calls
EC	European Commission
KPIs	Key Performance Indicators

1 Introduction

The dissemination and communication activities that AI4Copernicus has undertaken in the first half of its duration, aim to provide increased visibility of the project in the audiences defined in D7.1 by creating appropriate visual and editorial material, as well as by ensuring a regular outward flow of information about the project's progress and results achieved.

To maximise the impact and improve the exploitation potential of AI4Copernicus, a communication and dissemination plan has been developed and followed up on, with the objective to raise awareness about the project and the available Open Calls (OC) process, target important audiences and stakeholders, generate discussion about scientifically and commercially significant results, and assist in the future uptake of the AI4Copernicus platform once materialised.

1.1 Purpose and Scope

This deliverable aims to provide a comprehensive overview of the different dissemination, communication, and awareness activities WP7 has undertaken during the first 18 months of the project. The purpose and Scope of D7.4 is reflected in Tasks 7.2 and 7.3, the objectives of which are specified in the DoA as shown below:

Task 7.2 AI4Copernicus Communication and Dissemination activities [M1-M36]

This task includes the communication and dissemination activities of the AI4Copernicus project as detailed in the DoA.

(1) The communication activities (i.e.: project/ecosystem identity, AI4Copernicus website, social media presence, communication material, etc.) will be detailed in the Communication and Dissemination Plan delivered on M6 (D7.1). The activities will follow the Communication strategy outlined in Section 2 of the proposal, aimed at raising awareness and interest towards the AI4Copernicus ecosystem and at communicating its added-values in order to stimulate the audience in joining the network and having a direct engagement among the Copernicus and Earth Observation communities and all interested parties. Moreover, a set of KPIs will be defined for every stage in the communication strategy.

(2) The dissemination activities of the AI4Copernicus project will also be detailed in the Communication and Dissemination Plan (D7.1). This plan will outline the main actions that will be undertaken by the partners to promote and disseminate the project results, such as:

> *(a) participation in relevant events/conferences that each partner will select to participate (at national or EU level),*
>
> *(b) organisation of workshops and joint workshops with AI4Copernicus, Copernicus and DIASes,*
>
> *(c) organisation of trainings/webinars so as to engage members, especially SMEs, and to translate results into valuable lessons-learnt;*

(d) publications that will be prepared by project partners and which will be made available in Open Access.

Task 7.3 Open Calls Communication and Dissemination activities [M7-M36]

This task includes the communication and dissemination of the Open Calls for the AI4Copernicus for projects (small-scale experiments and use cases) as well as Open Calls for themes and social causes (citizen-driven theme selection).

The aim of Task 7.3 will be to promote and disseminate the AI4Copernicus Open Calls, to the direct beneficiaries of the value chain on the one hand and multiplier organisations on the other. This approach will be synchronised with the project communication campaigns (Task 7.2), as well as AI4EU and Copernicus and DIASes activities, aiming to make all information readily available towards the Open Calls' scheme. The project will follow a proactive campaign strategy which will outline how stakeholders can get engaged in the AI4Copernicus early in the project. This will include contacting the consortium's extended network, social media campaigns, presentations at external events, relevant online fora and articles/ interviews through media publications (via Task 7.2). To support the promotion of the Open Calls, AI4Copernicus bulletins will be released 2 releases for each call:

(a) the pre-Open Call bulletin to inform and foster participation,

(b) the post-Open Call bulletin providing information about the winning use cases

1.2 Approach and Relation with other Work Packages and Deliverables

WP7 is in close collaboration with WP6: Technology Transfer via AI4Copernicus OCs. During the project, the importance of communicating the AI4Copernicus OCs to audiences became evident early in the project which led to a close collaboration with WP6 and a distinct dissemination and communication campaign with additional activities which have been conducted in parallel to the main communication and dissemination plan.

Indicative activities at different stages of the AI4Copernicus OCs cycle included:

• Phase 1: Timely promotion of the OCs through the project's digital channels, traditional media and SME-centred associations, organisations and companies in Europe which offer EO-related products and services in addition to Digital Innovation Hubs (DIHs).

• Phase 2: Announcements of the selection process results, emphasising the expected impact of the accepted projects and their beneficiaries.

• Phase 3: Frequent publication of project progress and achievements, production of dissemination material, inclusion of OC project presentations in major events

• Phase 4: Promotion of project results through the AI4EU platform, joint scientific publications/white papers.

1.3 Methodology and Structure of the Deliverable

This deliverable is a public report documenting the various dissemination, awareness and outreach activities and results for the respective period of the first 18 months into the project.

To reach the objectives set in the frame of this task, the partnership needed to reach a wide - but also very specific - audience, so as to maximise the impact and successfully exploit AI4Copernicus's research results but also to promote the OCs of the project to reach the maximum number of interested parties. In this respect, a set of communication and dissemination activities have been deployed throughout these past eighteen months and will continue until the end of the project.

In this dissemination report are Included all the activities conducted -conferences, workshops, various types of events and social media, videos and publications- that have already helped in raising awareness about AI4Copernicus for both communication and dissemination purposes.

The M1-M18 reporting period (inclusively up to 30 June 2022) is successfully marked with several participations in various conferences and targeted workshops / webinars to present AI4Copernicus' preliminary results and also the funding opportunities provided by the project (OCs).

A summary of Dissemination & Communication activities performed during the reporting period is available in section 3 and more specifically the engagement activities with the Ecosystem are outlined in Section 3.7-3.9 whilst in Section 4, future planning is outlined and in section 5 conclusions are drawn.

2 Dissemination and Communication Strategy

2.1 Overall Strategy and Objectives

The general objectives of every dissemination and communication plan are to make potentially interested parties and stakeholders aware of the project's technologies and results, share best practices of the project, which may result in increased uptake of the technologies produced. Specifically, for AI4Copernicus, the dissemination objectives follow three key strategic directions (as described in the DoA):

(a) Raising public awareness and ensuring maximum visibility of the project key facts, outputs and findings amongst the public;
(b) Supporting the transfer of project results and engagement from key stakeholders in academia, industry and the European Institutes;
(c) Enhancing the commercial potential of the results and users' reception.

For the abovementioned objectives to be satisfied, each Partnership member is fully committed to the dissemination and communication of results across all levels of the stakeholders' ecosystem.

2.2 Target Audiences and Messages

To achieve AI4Copernicus goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The audiences are generally divided into *internal* (partners, EAB) and *external* (all other recipients of our messages) and have been outlined in *D7.1: Communication & Dissemination Plan*. Overall, when addressing scientific and policy audiences we disseminate complex and technical information whilst when we address the general public, we communicate more popularised information about the project and its results. To cater for these inherently diverse audiences, that require different types and quantities of information, in D7.1, we have laid out the strategy that has been followed to address them.

When the AI4Copernicus platform is fully developed, at a later stage in the project, the exploitation strategy will come into effect so as to engage additional stakeholders and organisations seeking to utilise AI4Copernicus project results. That target audience is distinct and will be outlined in the relevant deliverable.

The Table below summarises the foreseen dissemination and communication target groups of AI4Copernicus along with the proposed activities to reach them.

Table 1: An overview of AI4Copernicus Target Audiences

Target Groups	Message to be communicated	Key Channels & Activities	Coverage	Actors involved
TG1: Scientific Communities	Raise awareness for the project. Stimulate interest in project technologies.	Websites and Newsletters, Electronic material, Mailings, Workshops, conferences, summer schools, professional fairs, Social networks and exhibitions.	National, European, International	All partners, WP leaders

	Encourage the usage and validation of project outcomes. Encourage applied research and close collaboration with the European SMEs in the area of EO data & AI. Encourage participation in the OCs.	Publication of journal/conference articles, specialised press articles. Conference/summer school tutorial, Participation events, YouTube promotion video, Facebook group, Publication of workbook or tutorial volume. Project flyer (to be updated every year of the project), Newsletter, press release, TV, newspaper interviews by experts.		
TG2: Industry-SMEs (technology-advanced & low/non-tech users)	Raise project awareness, involve as stakeholders, validate the project results, and encourage the contribution of relevant resources & participation in the OCs.	Website, Press releases, Events, Direct contacts, Communication material	National, European, International	All partners, OC organisers
TG3: Academia	Raise project awareness, involve as stakeholders, validate the project results in education and research. Encourage applied research in the areas of EO & AI.	Website, events, tutorials	National, European, International	All research/academic partners
TG4: Government and Public Authorities	Raise project awareness, exchange info, highlight importance and relevance of project results in society and the policy making process.	Events and workshops, website, press releases, interviews	National, European	All partners
TG5: Civil Society	Raise project awareness, encourage citizen science, stimulate interest (and co-creation) in EO and AI and how they can solve social challenges	Open events, press releases, website, social media, tutorials, interviews	National, European	All partners

2.3 Dissemination Phases and Key Performance Indicators (KPIs)

For AI4Copernicus partners and EC officials to be able to measure and evaluate the impact of the dissemination and communication strategy, a set of measurable success indicators have been established setting a basis for verifying objectives' achievement. For online dissemination data to be gathered, a Google Analytics account has been set up and linked to the project website, while for all other social media, available analytics tools are being used (e.g.: Twitter Analytics etc.).

The following Table includes the initial targets as well as the updated ones, following the first review. As some of the targets were achievement early in the project, WP7 Lead considered lifting the set targets to higher, thus aiming to achieve even better results as shown below.

Table 2: Dissemination Key Performance Indicators (KPIs)

	Key Performance Indicators (KPIs)	Expected Results	Coverage	Current Results (M18)	Updated KPIs (M36)
AI4Copernicus Dedicated website	No. of accesses per year	>3000	Worldwide, general and specialised target group	10985	> 13000
	No. of downloads	>150		No data yet	> 150
	No. of individuals / organisations signed up to receive email with project updates	>100	Worldwide	300	> 600
AI4Copernicus in Social Media Channels	No. of Twitter followers	>500	Worldwide	601	> 800
	No. of likes on Facebook	>500		77	> 500
	No. of members on LinkedIn	>200		372	> 450
	No. of Project videos	>2		16 (all videos included)	> 20
	No. of social media interactions from the EU	>10		10	> 20
Journal publications	No. of Journal publications	≥ 10	Worldwide	3	≥ 10
Press mentions	No. of total mentions in the Press	≥ 10	Europe	1	≥ 10
Online Mentions	No. of total mentions in online magazines, newspapers, blogs	≥ 10	Worldwide	20	30
Participation in events	No. of total participation in seminars, conferences, exhibitions, workshops and other events	≥ 10	Worldwide, specialised target	21	>30

Organisation of training events	No. of total events organised (including at least 3 training workshops for each of the OCs)	≥ 3 in total	Europe	7	≥ 10
eNewsletters	No of Newsletters produced	6	Europe	>2	6
AI4Copernicus videos	No. videos produced	2 generating >200 YouTube views in total	Worldwide	9 videos generated > 242 YouTube views	21 videos generated > 500 YouTube views
Co-operation with other initiatives	No. Co-operations with other initiatives	≥ 10	Europe	≥22	>30
Networking with communities, networks & associations	No. of contacts who show support for the project	> 500 people in total	Worldwide	300	>500
Adoption of AI4Copernicus platform, tools or components - beyond the project OCs	No. of individuals, projects or RIs	≥ 4	Worldwide	No data yet	≥ 4

3 Summary of Dissemination & Communication Activities

To achieve AI4Copernicus goals and objectives, partners have identified key stakeholders who need to be kept up to date with the progress and outcomes of the project. The dissemination and communication activities scheduled and realised by WP7 have dedicated target audiences which are widely separated in two groups: internal and external. In the sections below the distinction between the two shows the diversity of the ways of communication, the channels utilised as well as the conveyed messages.

3.1 Internal Communication

The AI4Copernicus Partnership and the project's Expert Advisory Board are classed as internal audiences whilst all other stakeholders are classed as external audiences (which is the biggest part of this WP). For reference, a comprehensive outline of the audiences is available in *D7.1: Dissemination and Communication Plan.*

3.1.1 Communication with Partners

For the Partnership to communicate safely, effectively and efficiently on a daily basis, WP7 has employed a wide array of mostly electronic tools and channels as listed below:

- Dedicated project and WP mailing lists, for ease of communication amongst partners.
- Collaborative virtual repository (password protected GDrive folder) where all project's material is accessible (documents, meeting minutes, templates, presentations, deliverables, video recordings, visual material etc). This set-up has greatly enhanced transparency, collaborative work, and accessibility to information for all partners.
- Shared calendar, where all bi-weekly and monthly meetings between partners are scheduled.
- Weekly meetings between AI4Copernicus-engaged colleagues at NCSR-D take place to discuss project progress and any areas of concern which are then followed up with partners.
- Teleconference facilities (dedicated Zoom account) for partner meetings (vital facility during the Covid-19 era when travel was not possible). To enable all partners to keep up with project progress, monthly plenary teleconferences are taking place with regular updates across all WPs and an opportunity to discuss key areas where broader input is needed. WP2, WP3, WP4, WP5, WP6 & WP7 have regular monthly online meetings amongst assigned persons from each partner. Finally, ad-hoc technical meetings take place, when the need arises, to discuss related issues.

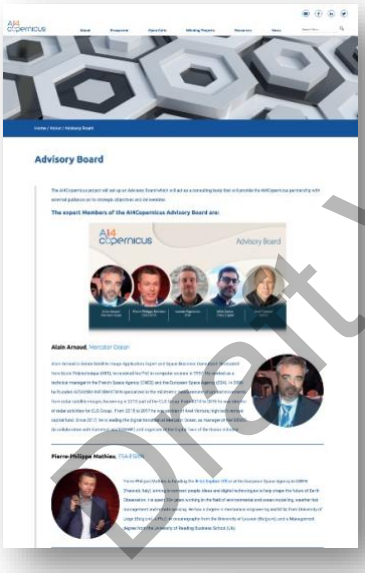
3.1.2 Communication with the Advisory Board

To ensure the validity of AI4Copernicus project results, the partnership has advocated the creation of an Advisory Board early in the project. A group of domain experts has been selected to form the AI4Copernicus Advisory Board, providing invaluable feedback to the partnership in regular online meetings and via email. The Advisory Board is providing the partnership with external guidance on its strategic objectives and is assisting in developing relationships with other key stakeholders and

the AI and EO ecosystem across Europe. Following extensive discussions with top experts, the members of the AI4Copernicus Advisory Board have been selected and are the persons listed in the table below. Advisors will be consulted on these aspects in line with their expertise meeting via online teleconferences and providing guidance and useful feedback to the project's technical team.

Table 3: Members of the AI4Copernicus Advisory Board

#	Members of the AI4Copernicus Advisory Board	
1	Alain Arnaud	Mercator Ocean
2	Geoff Sawyer	European Association of Remote Sensing Companies
3	Mihir Sarkar	ENGIE Digital
4	Pierre-Philippe Mathieu	ESA-ESRIN
5	Ioannis Papoutsis	National Observatory of Athens



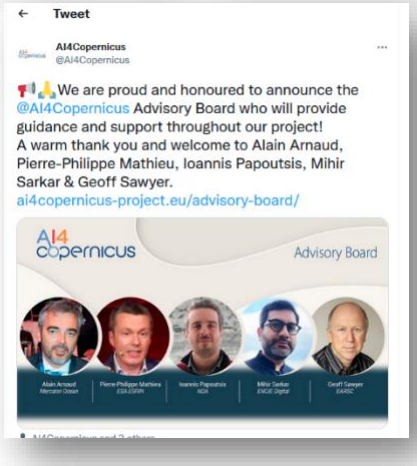


Figure 1: The AI4Copernicus Advisory Board announced on the website and social

3.2 External Communication

Communication with external audiences is the biggest part of work of this WP as it includes the activities performed by all project partners, to reach the identified target groups so as to meet the objectives set. The full extent of activities that were planned to be realised have been outlined in D7.1. In this section, we report all employed communications activities using a breadth of tools and channels, as outlined in the strategic plan.

3.3 Dissemination & Communication Channels and Activities

3.3.1 Project website

The official project website is the most important online tool of communication and dissemination as it allows the partnership to structure information as required to connect with the ecosystem that it is reaching out. An extensive analysis of the website and its sections is provided in D7.1.

The AI4Copernicus website is frequently updated and will remain to be so until after the end of the project by coordinator NCSR-D who is responsible for the maintenance and for sourcing content from all AI4Copernicus partners. The most populated areas of the project are the *Open Calls* and the *News* sections.

A new section has been created on the AI4Copernicus website hosting Media coverage that the project has gained throughout Europe to showcase Press coverage. The section hosts Press Releases created in different phases of the project (kick-off, 1st and 2nd rounds of OC, 3rd and 4th rounds of OC), while additional Press releases will be drafted on a yearly basis and in line with key developments throughout the project.

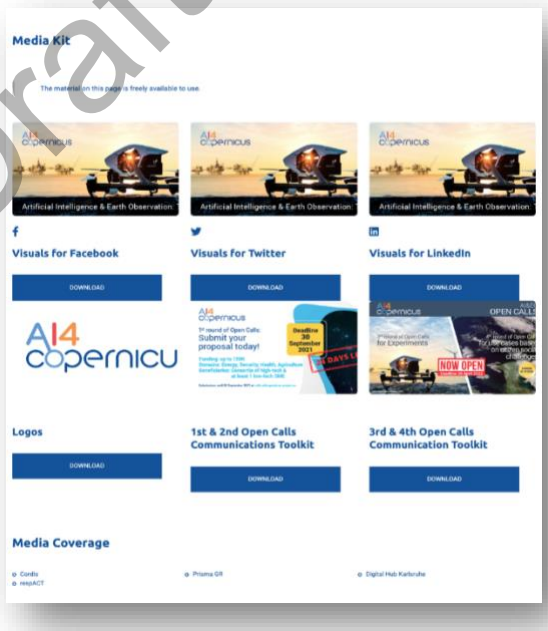


Figure 2: Website section hosting the Media Kit and coverage

The Open Calls section provides a brief description of the OCs procedure (*Open Call info page*). Every round of OC has a dedicated webpage (appearing under the OCs category) providing all the corresponding information, documents, and the created visuals. A separate *Frequently Asked Questions (FAQs)* section has been created to provide instant answers to interested parties during the OCs process, while the *Register your interest* page gives the opportunity to interested parties to register and receive information about the OCs, but also for the AI4Copernicus project in general.

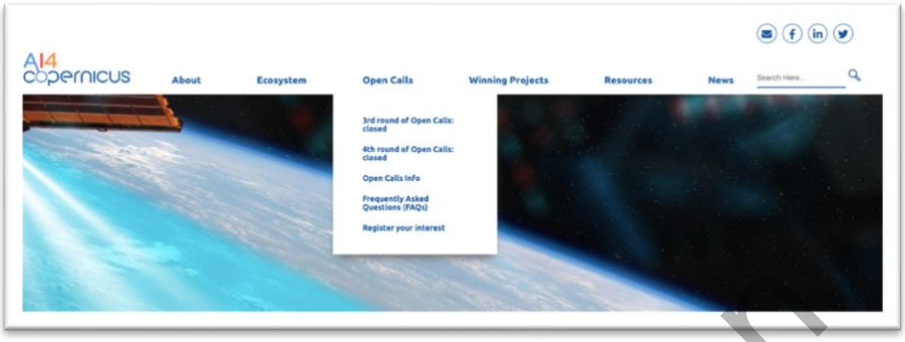


Figure 3: Project website - Open Calls section

After the completion of all four rounds of OCs, a new section titled Winning Projects has been created, to introduce in detail and to further promote all the AI4Copernicus winners which resulted from the OC process thus enticing more applicants for the next rounds.

Figure 4: Project website: News section

To monitor website usage and visitor behaviour, WP7 has employed website analytics tools (Google Analytics) linked to the website since its launch. Such tools help us monitor user behaviour and extract statistics so much so for reporting purposes as well as for extracting conclusions and then amending the communication and dissemination strategy as required. For the reference period between April 1st 2021 until June 15th of 2022, the website has attracted more than 10,000 visitors.

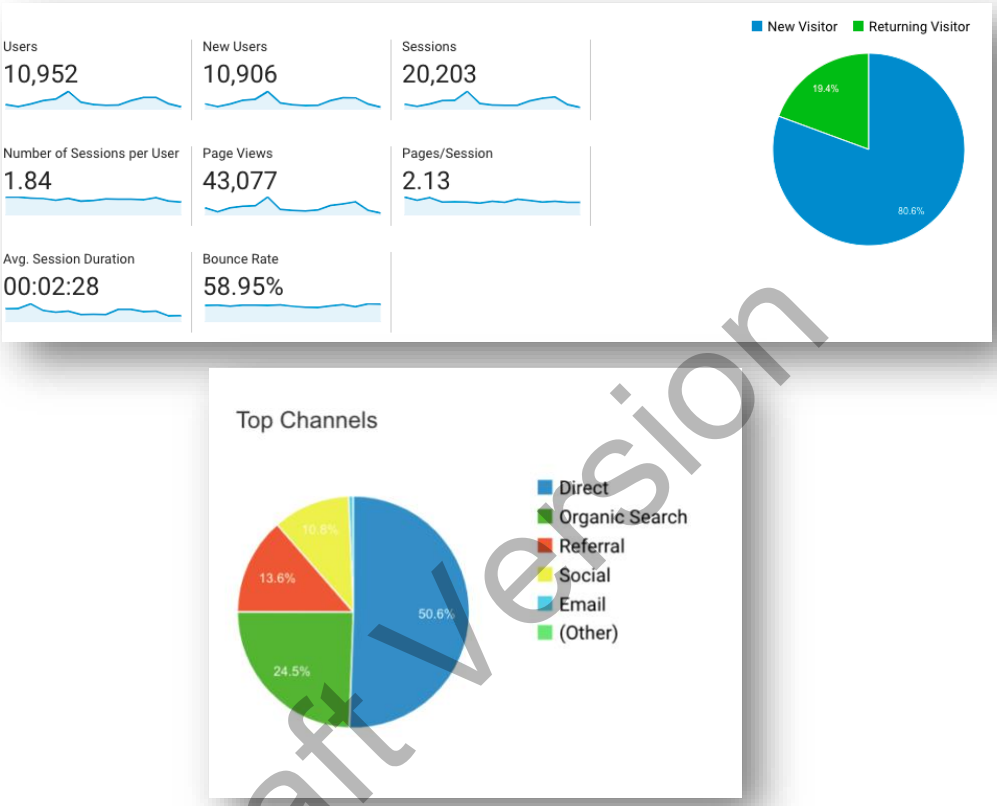


Figure 5: Analytics of AI4Copernicus website traffic

According to the initial dissemination Key Performance Indicators (KPIs) that were set in the DoA regarding website access (>3,000 accesses per year), this objective has been surpassed during the first year of the project. The peak (404 visitors) was the week between September 12th and September 18th close to the deadline for submissions of the 1st round of OCs.

The average engagement time within the website is 2 minutes which is considered satisfactory, when compared to the industry average. A considerable number of users landed on the website via a direct link, provided through our campaigns whilst their engagement rate was quite high (50,6%). Organic traffic via search engines (Google etc.) and social media campaigns seem to have worked well in driving traffic to the AI4Copernicus website.

As indicated in the analytics, the most visited page on AI4Copernicus website, is the *Home* page, followed by the *Open Call info* page and the *1st round of Open Calls* dedicated page which show a high interest in the OC process.

	Page	Page Views	Unique Page Views	Avg. Time on Page
		43,077 % of Total: 100.00% (43,077)	34,629 % of Total: 100.00% (34,629)	00:02:11 Avg for View: 00:02:11 (0.00%)
1.	/	**10,658** (24.74%)	8,241 (23.80%)	00:01:26
2.	/open-call-info/	**7,162** (16.63%)	5,734 (16.56%)	00:02:40
3.	/1st-round-of-open-calls-now-open/	**4,306** (10.00%)	3,608 (10.42%)	00:03:34
4.	/3rd-round-of-open-calls-now-open/	**2,139** (4.97%)	1,809 (5.22%)	00:03:27
5.	/2nd-round-of-open-calls-now-open/	**1,252** (2.91%)	1,043 (3.01%)	00:02:21
6.	/platforms/	**1,209** (2.81%)	943 (2.72%)	00:01:30
7.	/4th-round-of-open-calls-now-open/	**1,168** (2.71%)	998 (2.88%)	00:03:30
8.	/vision-objectives/	**1,152** (2.67%)	984 (2.84%)	00:01:43
9.	/news-events/	**1,060** (2.46%)	792 (2.29%)	00:01:08
10.	/partnership/	**852** (1.98%)	735 (2.12%)	00:01:32

Figure 6: Analytics of website page visits

3.3.2 Social Channels

Designing a social media plan for the project was amongst the activities that were planned and realised early in the project. Initially in the DoA it was stated that the project would initiate Twitter, Facebook, YouTube and LinkedIn social media channels, however when the time came to choose from the variety of social media channels available, the lead partner considered two main factors:

- What is the domain and its stakeholders using? We researched what social media the ecosystem, sibling projects, key stakeholders, policy makers, governmental bodies and the EC utilise.

- What do our partners use? Following thorough investigation of partners' social media, it was decided to create accounts on social media channels that our partners would be able to follow and share content from. Thus, the choice was made to create accounts on Twitter, Facebook and LinkedIn and not to create a YouTube channel. Instead, the project uses the partner's YouTube channels to piggyback on already acquired followers instead of building them from scratch.

AI4Copernicus social media accounts have been activated from the start of the project since the kick off meeting, on January 2021. The project has a LinkedIn page, a Twitter account and a Facebook page, a decision made based on our partners SM usage and the stakeholders / community's SM presence, as mentioned. As indicated from analytics, LinkedIn brings the highest traffic on AI4Copernicus website, while Twitter follows.

	Social Network	Sessions	% Sessions
1.	LinkedIn	1,034	48.09%
2.	Twitter	667	31.02%
3.	Facebook	390	18.14%

Social Network	Acquisition		
	Users	New Users	Sessions
	1,251 % of Total: 11.42% (10,952)	1,148 % of Total: 10.53% (10,906)	2,150 % of Total: 10.64% (20,203)
1. LinkedIn	585 (45.88%)	530 (46.17%)	1,034 (48.09%)
2. Twitter	406 (31.84%)	369 (32.14%)	667 (31.02%)
3. Facebook	262 (20.55%)	242 (21.08%)	390 (18.14%)

Figure 7: Website Analytics regarding user acquisition

3.3.2.1 Twitter

Following the above-mentioned decision-making process, the creation of a Twitter account was created in January 2021 (https://twitter.com/AI4Copernicus **@AI4Copernicus)** and has a rapidly increasing and dynamic follower base with more than 600 followers.

Figure 8: Twitter account

3.3.2.2 LinkedIn

Similarly, a LinkedIn page has been created (*https://www.linkedin.com/company/ai4copernicus/*) with currently 372 followers.

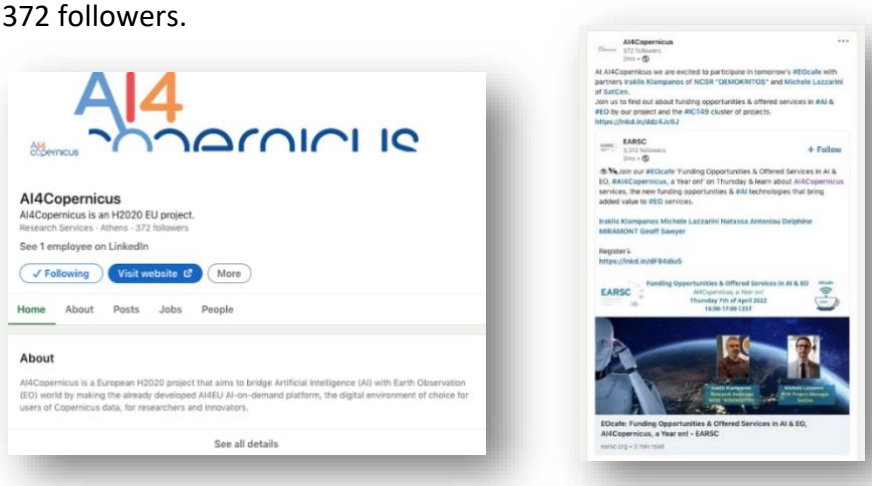


Figure 9: LinkedIn page

3.3.2.3 Facebook

A Facebook page is available since February 2021 (*https://www.facebook.com/AI4Copernicus/)* with the corresponding handle ***@AI4Copernicus*** with 75 followers on the page.

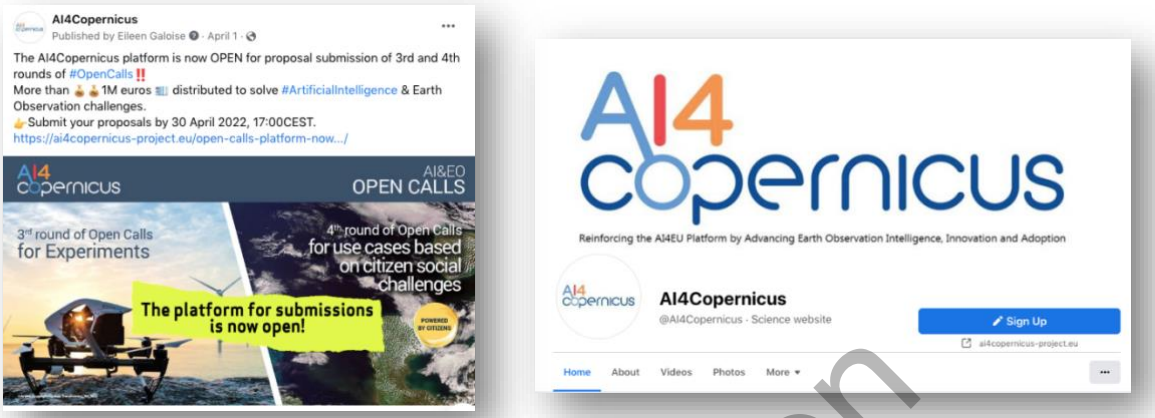


Figure 10: Facebook page

3.4 AI4Copernicus branding

3.4.1 Promotional Material Produced

The visual material of the project was created by a professional graphic designer to embed the project's brand identity across communications and are showcased in D7.1 including the logo, templates, virtual backgrounds and banners, Media kit, eNewsletters etc. In the sections that follow the produced material are showcased.

eNewsletters are an additional communication tool that helps raise awareness and assists fulfilment of the dissemination plan. Two eNewsletters have been disseminated online: to 173 subscribers in August 2021 informing about the 1st OC and the opening of the proposal submission platform (newsletter #1). The second was disseminated to 392 subscribers in May 2022 highlighting the project's progress (newsletter #2). Both eNewsletters are available on the AI4Copernicus website (https://ai4copernicus-project.eu/newsletters/). The newsletters are sent to users who have willingly subscribed to the project newsletter through the relevant section on the website which is linked to a database. Post-campaign analytics indicate that more than half of subscribers opened both of the eNewsletters, with the most interest shown in the 1st round of OCs and information about the project.

Figure 11: Project Newsletters

Multimedia material such as videos and animated presentations have been produced and distributed through the project website and other broadcast platforms such as YouTube. The first introductory video is available on the project website and in a dedicated playlist on YouTube:

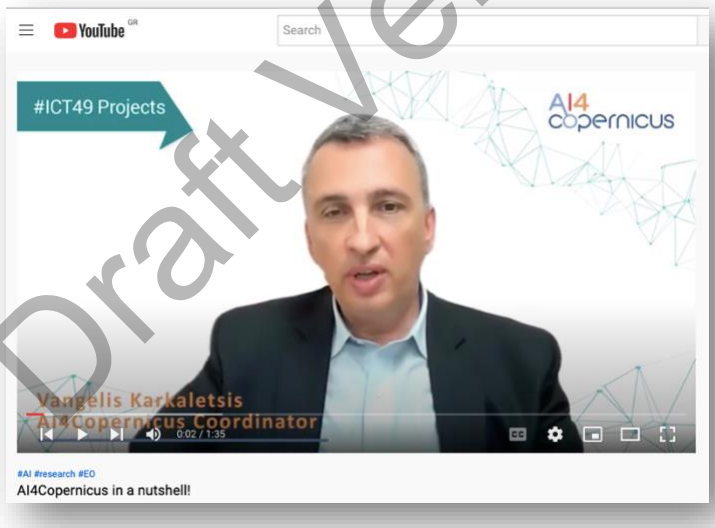


Figure 12: Informative Project Video

The AI4Copernicus project has created an informative brochure about the project which is made available online on the project website (https://ai4copernicus-project.eu/media-kit/) and distributed via email, social media and newsletters. It is also printed to be distributed at conferences, workshops, and events where applicable.

Figure 13: Project Brochure

3.4.2 Event participation: Conferences | Workshops | Webinars | Meetings

Conference participation: Scientific work presentation in workshops, conferences, webinars and other occasions is yet another dissemination and communication activity and a key mechanism of engagement with the communities. In the year 2021, when the AI4Copernicus project kicked off, the Covid19 pandemic brought great changes in the way we conduct business. All travel was halted which has led to all events being held virtually. Under normal circumstances conferences, workshops and other meetings are activities that are predominantly held physically. Despite this obstacle, in its first 18 months, AI4Copernicus has already participated and presented in several virtual events at European level, organised workshops and physically attended events where possible. A total number of 21 participations of AI4Copernicus in conferences, workshops, webinars and other events was achieved, which is a satisfactory progress relating to the dissemination KPI set (>10 in total).

For every participation in workshops, conferences, webinars and other occasions, a news item on the AI4Copernicus website has been created and posts on all AI4Copernicus social media channels, to inform wider audiences and promote AI4Copernicus activities further.

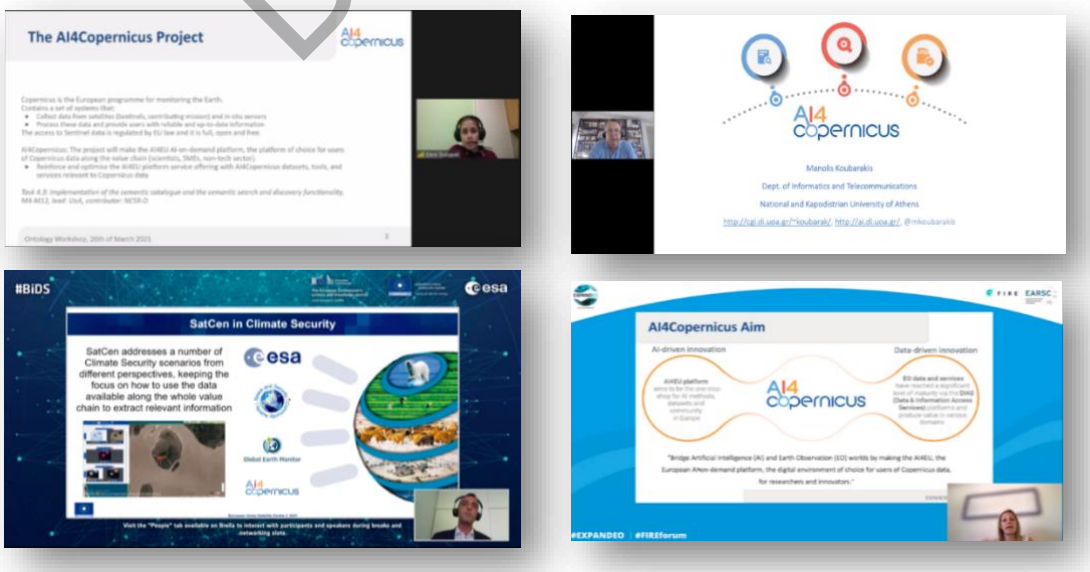


Figure 14: Partner Event Participation

3.5 Deliverables, Publications and Presentations

3.5.1 Deliverables

The public deliverables produced by the AI4Copernicus project are uploaded on the project website under the dedicated sub-section in the Resources menu upon review by the EC and approval.

3.5.2 Publications

One of the major ways to reach the targeted scientific community disseminating the results from the project's research efforts is to publish findings in journals and present them at scientific conferences and workshops.

During the first 18 months of the project, a total of 3 scientific publications were produced thus the relevant dissemination KPI is progressing well. In keeping with the European Commission's guidance on open access publications, all publications are made available through the dedicated page on the AI4Copernicus website (https://ai4copernicus-project.eu/publications/) and through the Open Aire repository (https://explore.openaire.eu/search/project?projectId=corda__h2020::7f704d5009b0a49144be6e776fc9c8a9) .

Figure 15: Project Publications

3.6 Supporting WP6 Open Calls with Communication Campaigns

Acknowledging the importance of communicating the AI4Copernicus Open Calls in the frame of the project, a distinct strategy has been created to roll out dissemination and communication activities in parallel to the main dissemination and communication activities of the project.

More specifically, to support the promotion of the OCs:

(a) WP7 released the pre-Open Call dissemination and communication in the form of a 'save the date' to inform relevant audiences. As part of this step, electronic banners have been created and placed throughout our social media channels and website. All partners have access to this material via the common Google Drive folder for further dissemination.

(b) simultaneously, on the project website menu bar, the '*Open Calls*' section was created providing a brief description of the OCs procedure (OC info page), and also a dedicated sub-section for every round, providing detailed information regarding each call. Furthermore, a

news item in the '*News*' section was added, announcing the opening of every round, and providing the respective information to interested applicants.

Figure 16: Save the date banners and website section for Open Calls

(c) regarding social media publicity, corresponding posts with created visuals have been published on all social media accounts of the project (Twitter, LinkedIn, Facebook).

Figure 17: Social Media posts promoting the Open Calls

(d) during the timeframe that the OCs were ongoing, a dissemination and communication campaign has been rolled out in full to reach target audiences. A communication toolkit was prepared every time, to help the partners, disseminate the OCs information to their networks and reach a wider audience of interested parties.

This communication toolkit was available to all partners through the project's GDrive and included:

1. Email template (short and long version of a template email to inform interested parties)
2. Banners in various sizes (to be used in emails, social media posts, websites etc.)
3. Suggested Social Media posts (Facebook, Twitter, LinkedIn)
4. Press Release/Announcement in English

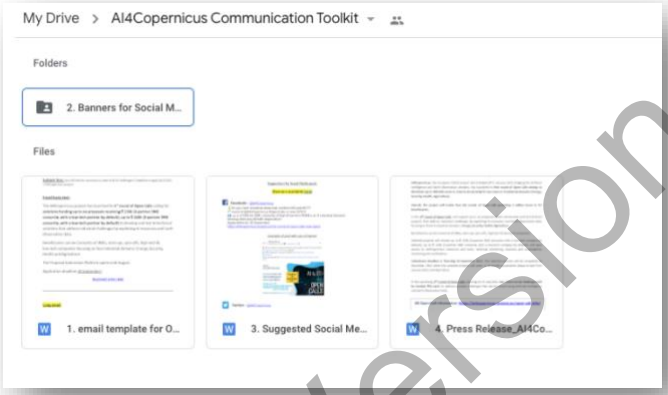


Figure 18: Open Call communication toolkit

(e) for every phase of the Open Call, respective visuals were created to follow announcements in order to engage the audience in a more effective way.

Figure 19: Updated Visuals for Open Calls

(f) in the context of co-organising the AI4Copernicus cafes to support the OCs (together with WP6), a series of info-webinars were schedule, and the respective visual material and content were created to support the corresponding promotional activities for each session. The community mailing list that AI4Copernicus has built up was used to inform about the webinars. The sessions were recorded and made available on website videos, under the section '*Resources*'.

Figure 20: Visuals for Open Calls Webinars

(g) creation of templates for the OCs Annexes with coherent visual identity.

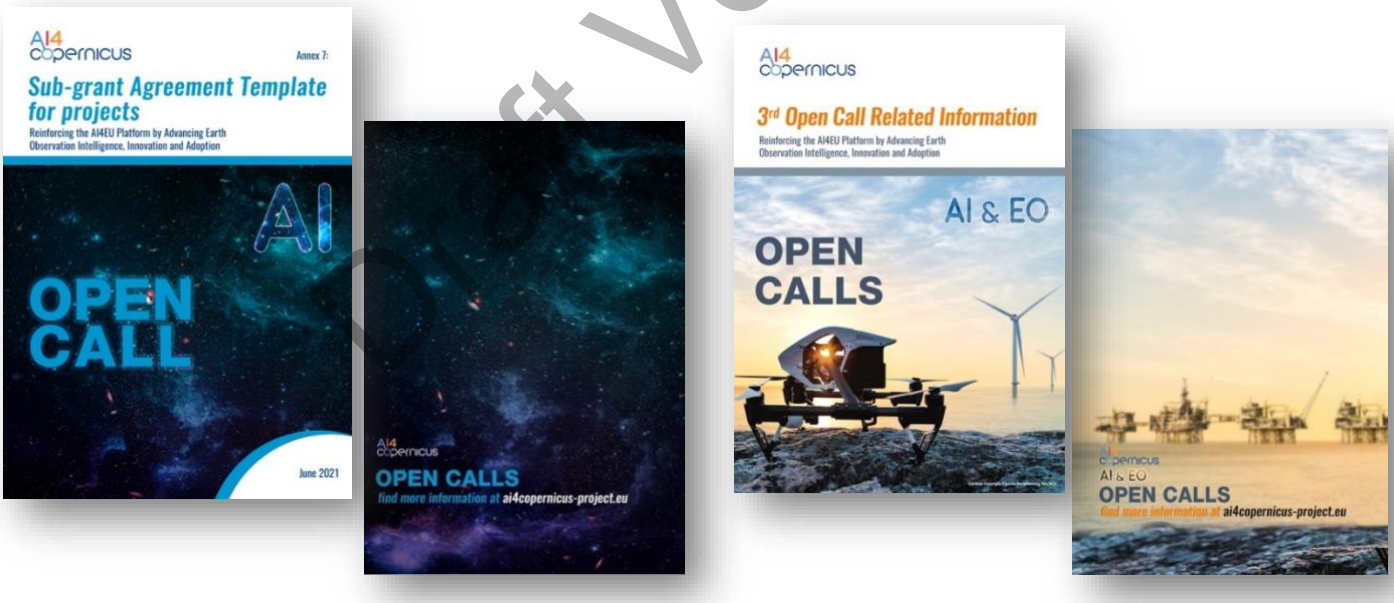


Figure 21: Open Calls Templates for Annexes

(h) at the end of every round of OCs, respective infographics were created providing an overview of the submitted proposals characteristics. The material was disseminated accordingly.

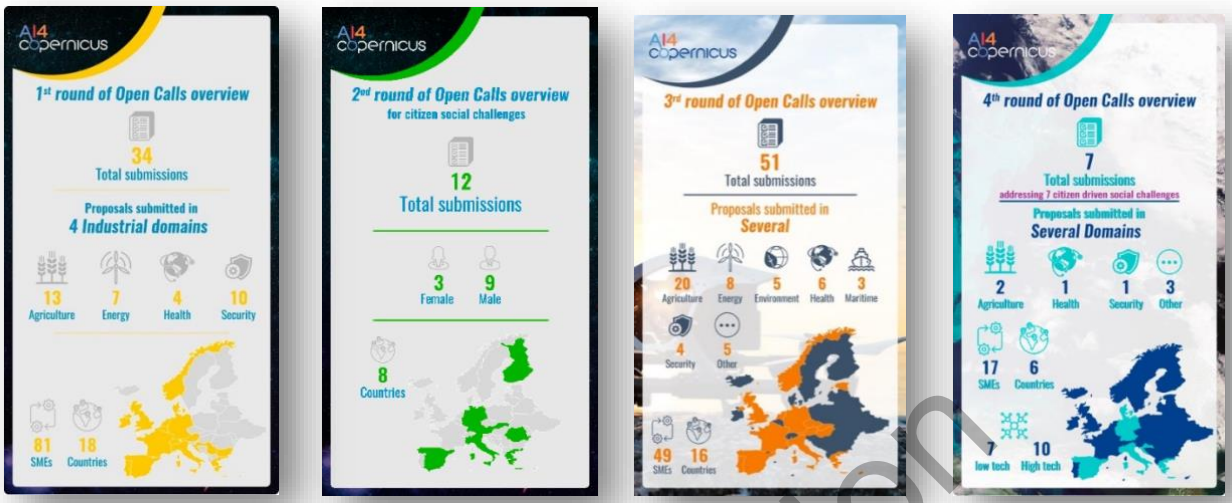


Figure 22: Open Calls Infographics

Figure 23: Online Promotion of Infographics

Additionally, in the context of the 1st & 2nd rounds of Open Calls, a celebratory Award Ceremony was organised and was held online on the 3rd of March 2022, for the official announcement of the winning projects. The event was open to the public while every project had the opportunity to present its idea and possibly influence future applicants for the next rounds, 3rd & 4th Open Calls. Respective visuals have been created, such as banners for the winning projects, banners for announcing the

award ceremony, zoom backgrounds, presentations templates, while the ceremony was recorded and the video was uploaded on the AI4Copernicus website. An award ceremony will be organised in the future for the funded projects resulting from the 3rd and 4th rounds of Open Calls.

Figure 24: Visuals produced for the OCs Award Ceremony

Lastly, to further engage with followers on social media, WP7 has created a weekly social media campaign titled *'Meet the winners'* (started May 2022) which aims not only to attract attention to our work but also to promote further the projects which resulted from the Open Calls. As mentioned above (in section 3.3.1) a new section 'Winning Projects' was created on the website to highlight this section of the project. A dedicated page for each idea has been created, which hosts a brief interview of the representatives, a short video presenting their ideas and a description of the funded project.

Figure 25: Meet the Winners Campaign

3.7 Collaboration with the AI & EO Ecosystem

Aiming at building a strong ecosystem, that AI4Copernicus is an integral part of, the project has been collaborating and communicating with EU projects, stakeholders/organisations from the AI and EO domains. During the first 18 months of the project, AI4Copernicus has been invited to participate in various events organised by leading stakeholders. The increased engagement with the community and the ecosystem around AI4Copernicus, led to a corresponding category to be created on the AI4Copernicus website menu, where all relevant projects and initiatives are being presented.

AI4Copernicus was presented for the first time to the public on Thursday 25 February 2021 during the online workshop '*Artificial Intelligence for Big Satellite Data: Greece at the forefront of European Research*'. The online workshop was organised by six leading Greek research institutions and showcased how Machine Learning can unlock the potential of Big Earth Observation Data for socio-environmental good. Participants were NCSR Demokritos, Foundation for Research and Technology (FORTH), Center for Research & Technology (CERTH), National & Kapodistrian University of Athens (NKUA), National Observatory of Athens and the National Technical University of Athens.

Figure 26: AI4Copernicus introduced for the first time to audiences

Furthermore, engaging with the Earth Observation community, AI4Copernicus presented in the series of EO Cafes, organised by the European Association of Remote Sensing Companies (EARSC). Dr Vangelis Karkaletsis (Project Coordinator) and Dr Xenia Ziouvelou (Open Calls Lead) participated in a Cafe webinar dedicated to the project. The event took place virtually on Thursday 15 April 2021, with more than 100 attendees. During this webinar, the goals and objectives of AI4Copernicus were presented and details were provided about the upcoming Open Calls through the talk titled 'Enabling Artificial Intelligence & Earth Observation Innovation'. A year later, AI4Copernicus participated again on 7 April 2022, with a talk titled 'Funding Opportunities & Offered Services in AI & EO, AI4Copernicus, a Year on!', where speakers Dr Iraklis Klampanos (NCSR Demokritos) and Dr Michele Lazzarini (SatCen) discussed with host Mr Geoff Sawyer (EARSC) the funding opportunities and offered services through the AI4Copernicus project. An additional participant in this discussion was a winning project that resulted from AI4Copernicus 1st Open Call, SR4C3 – Super Resolution for Climate Crisis Context.

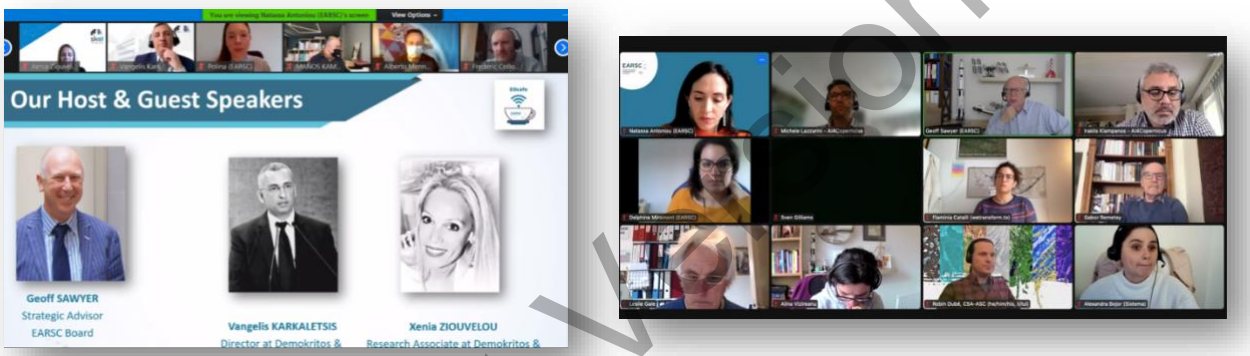


Figure 27: AI4Copernicus engages with EARSC

Continuing the interaction with the community, AI4Copernicus was presented in two occasions, in the fourth edition of ESA Φ-week between 11-15 October 2021, which was organised by the European Space Agency (ESA). More specifically, Dr. Michele Lazzarini (SatCen) presented 'AI and Earth Observation: Efforts to build an ecosystem' on Thursday 14 October, hosted by AI4EO. The AI4EO side event presented the main objectives and goals of the initiative and unveiled details of the first AI4EO challenge. Moreover, AI4Copernicus supplied prizes to the AI4EO challenges, by providing access to the AI4Copernicus services, participation of the winning projects in AI4Copernicus technical workshops and dissemination support through the AI4Copernicus channels.

Figure 28: AI4Copernicus engages with the European Space Agency

Additionally, project partner Dr Sergio Albani, (SatCen, WP5 Lead) gave a presentation in the event titled 'New Space Actors contribution to EO for Security' on Friday 15 October 2021. The outcomes of SatCen RTDI activities were introduced, highlighting the importance of cooperation and R&I initiatives, as AI4Copernicus, to address the current challenges in the Space and Security Domain. The session featured presentations from Institutions assisting intergovernmental, governmental and non-governmental organisations in the fields of security and law enforcement, by providing services, training and capacity building, as well as from Industries on the latest innovation, with a high focus on developing analytics and AI tailored for EO data.

Moving forward, AI4Copernicus was invited to be presented in the Aerospace Valley webinar that took place on Monday 11 October 2021. A webinar to better understand how AI and new data science developments are a growth lever for services based on spatial data. More specifically, the project was presented by partner Dr Manolis Koubarakis (NKUA).

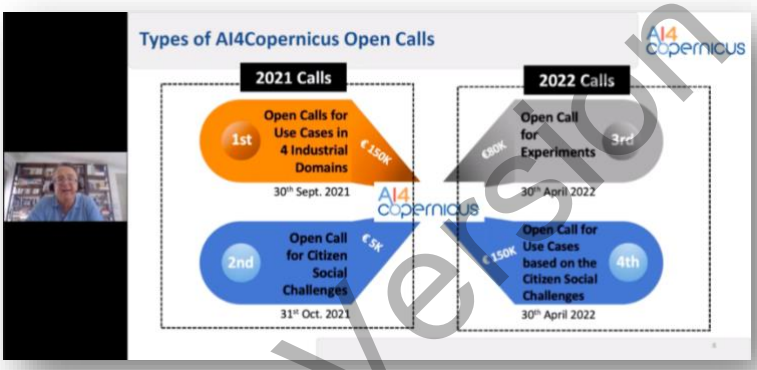


Figure 29: AI4Copernicus engages with Aerospace Valley

EXPANDEO 2021, the annual event of EARSC, was another point where the community met and AI4Copernicus was present virtually on 16 and 17 June 2021. On the second day in the session 'Artificial Intelligence for Data in Europe', Dr Xenia Ziouvelou, of coordinating partner NCSR Demokritos and Dr Michele Lazzarini (SatCen) presented the project and its open calls. Mrs Evangelia Markidou, European Commission, Head of Sector for AI Technology, Deployment & Impact, and Project Officer of AI4Copernicus, opened the session highlighting the importance of the sector for Europe. The workshop gathered a variety of stakeholders from European initiatives such as AI4EU, AI4EO, DeepCube, while Dr Pierre-Philippe Mathieu, Head of the *ESA* Φ-lab Explore Office and member of the AI4Copernicus Advisory Board also had a presentation.

Figure 30: AI4Copernicus at EXPANDEO 2021

Partner SatCen, co-organised the Big Data from Space Conference (BiDS 2021), along with the European Space Agency (ESA) and the Joint Research Center (JRC) representing the security domain. Dr Michele Lazzarini (SatCen) chaired the Machine Learning session whilst AI4Copernicus project was introduced to the Space and Data communities during presentations 'Exploring the climate-security nexus with spaceborne data' on 18 May by Dr. S. Albani and 'Digital Twin Earth for Security: from data to information' on 20 May 2021 by Mrs. P.Saameno.

Another online meeting of the ecosystem was the BDVA Data Week 2021 conference on 25 May 2021 where project coordinator Dr Vangelis Karkaletsis elaborated on the project's objectives and the OCs, in his presentation 'Artificial Intelligence and Big Data Technologies for Earth Observation', while Dr Manolis Koubarakis (NKUA) moderated and presented in the session with Deep Cube, Extreme Earth and Callisto projects.

Figure 31: AI4Copernicus at BDVA Data Week 2021

3.8 Collaboration with ICT49 Sibling Projects and Communication Campaign

The AI4Copernicus project has had a leading role in organising and assisting the common ICT49 communication activities. In collaboration with the sibling projects, that belong to the cluster, StairwAI, i-nergy, AIPlan4eu, BonsAPPs and DIH4AI, a common communication strategy has been discussed, with AI4Copernicus being responsible for the creation of common branded visual materials for all projects as well as for solely running the technical part of the co-organised webinars.

The ICT49 sibling projects, hold frequent communications meetings to discuss common activities such as organisation of webinars, updates of the projects' progress and information regarding OC opportunities, amongst others. Additionally, there is a Technical Governance Board with ICT49 and AI4EU; this is also reported in *D3.2: AI4Copernicus & the European AI & Copernicus ecosystems report*.

The creation of a common branding and a social media campaign to introduce the ICT49 projects was an idea of AI4Copernicus and we took over the activity by creating visuals, instigating the creation of an introductory video for ICT49, and the *Meet ICT49 projects* campaign amongst other activities.

Figure 32: Creating branded material for ICT49 Communication Campaigns

On 8 March 2022, the ICT49 cluster, supported by AI4Europe, organised its first common webinar, titled 'Info Day on Open Calls' about funding opportunities via OCs, examples of how AI can be used across different business sectors and information for all ICT-49 projects' OCs and how to apply. The webinar was a success with more than 100 registrants. An announcement banner and a presentation template were created by AI4Copernicus for the ICT49 Open Info Call Webinar, which remain available for other events in a shared folder.

Figure 33: Creation of branded material for the first ICT49 webinar

On its website, AI4Copernicus as all other ICT49 projects, has a dedicated sub-category 'ICT49 projects cluster' under the 'Ecosystem' category, providing detailed information in regard to each of the sibling projects, with links to website and social media.

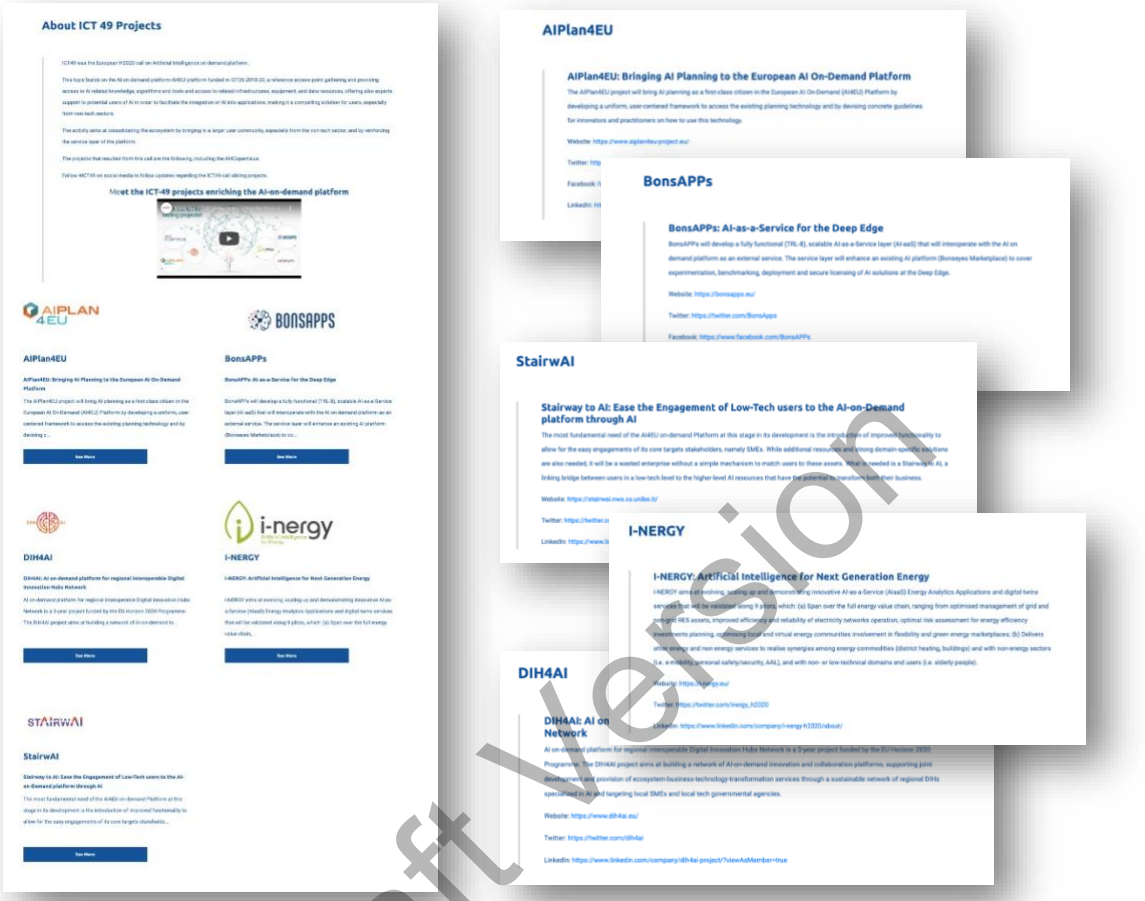


Figure 34: Section about ICT49 Cluster on AI4Copernicus website

Furthermore, AI4Copernicus is sharing ICT49 news/updates, on its social media channels and through dedicated news items posted on the AI4Copernicus website.

Figure 35: News items about ICT49 Collaboration on AI4Copernicus website

3.9 Collaboration with AI4EU

AI4Copernicus has extensive collaboration with the AI4EU project in many levels, communication and dissemination being one of them. On the AI4Copernicus website, AI4EU holds a dedicated page under the 'Ecosystem' category, providing information regarding AI4EU with corresponding links to resources.

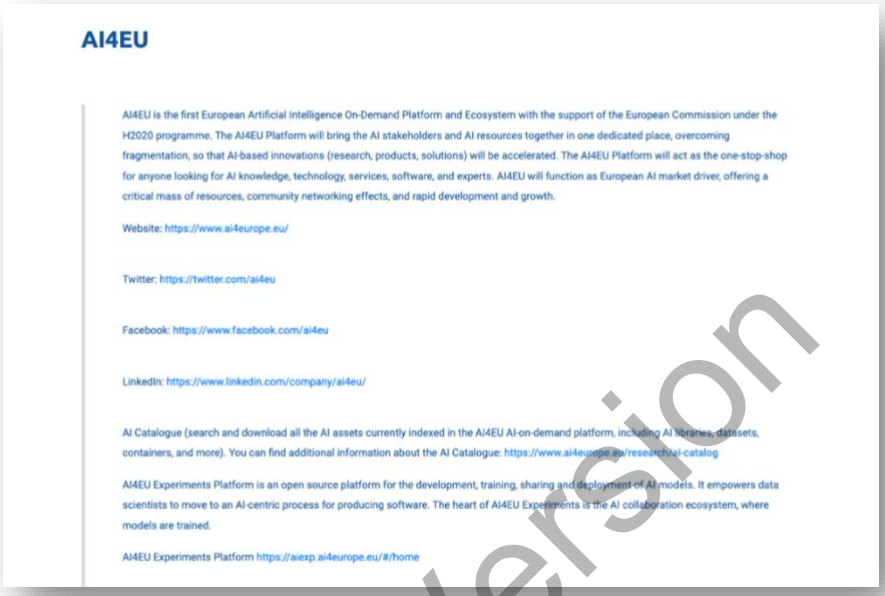


Figure 36: Dedicated AI4EU section on AI4Copernicus website

The collaboration in communication activities with AI4EU started early in the project, by co-organising a workshop on AI-on-Demand Ontology on Friday 26 March 2021. The workshop was co-organised by NCSR Demokritos, along with the University College Cork, and attracted more than 70 participants stemming from the AI4EU, the ICT49 and ICT48 project communities. More specifically, project partner University of Athens presented AI4Copernicus in the second session that was devoted to ICT49/48 projects. Participating projects AI4Copernicus, StairwAI, I-NERGY, AIPlan4EU, DIH4AI, Tailor, BonsAPPS presented their requirements for exploiting AI knowledge sources.

Figure 37: AI4Copernicus engages with the AI4EU ecosystem

Additionally, AI4Copernicus has been presented twice at the AI4EU Cafe webinar series. Firstly, on 15 September 2021, where Dr Vangelis Karkaletsis (NCSR-D) highlighted the Open Calls process of the project and elaborated on the main objectives of the project in a talk titled 'Enabling AI & Earth Observation Innovation: Integrating AI4EU platform with DIAS platforms'. The talk was co-presented with Annekatrien Debien of AI4EO project. The webinar has been conducted by AI4EU in collaboration with AI4EO, who are part of the wider ecosystem. Another presentation of the project took place for the second time on Wednesday 13 October 2021 by Dr Manolis Koubarakis (NKUA, WP3 Lead) on Semantic Technologies for Earth Observation.

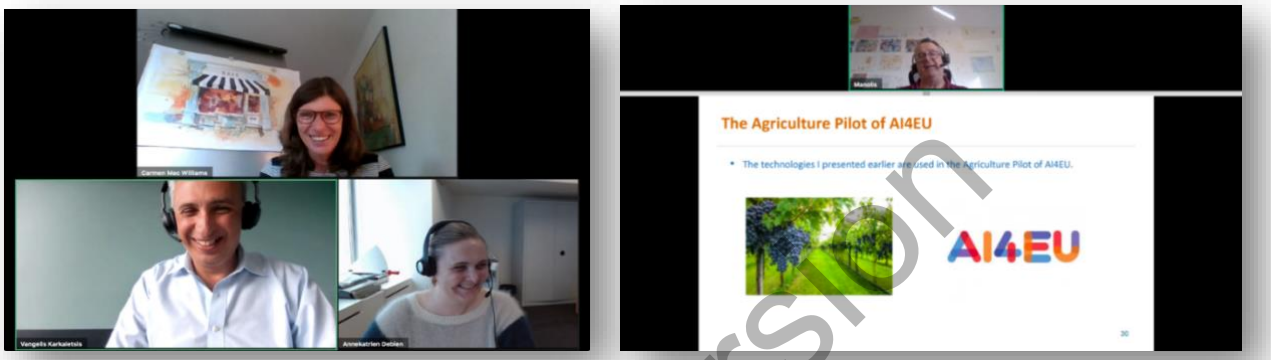


Figure 38: AI4Copernicus presented at AI4EU Cafe Webinars

Later in the same year (December 2021) our project was physically represented by Dr Vangelis Karkaletsis at the AI4EU Stakeholder Forum in Bologna, Italy, where we participated in the discussion 'Exploitation Channels and Services of the AI on-demand Platform', along with other ICT49 sibling project representatives.

Figure 39: AI4Copernicus at the AI4EU Stakeholder Forum

AI4Copernicus also has an extensive presence on the AI4EU (currently AI4Europe) platform, through a dedicated profile with detailed information about the project, as well as items in regard to the Open Calls, news/events, services (https://www.ai4europe.eu/ai-community/projects/ai4copernicus).

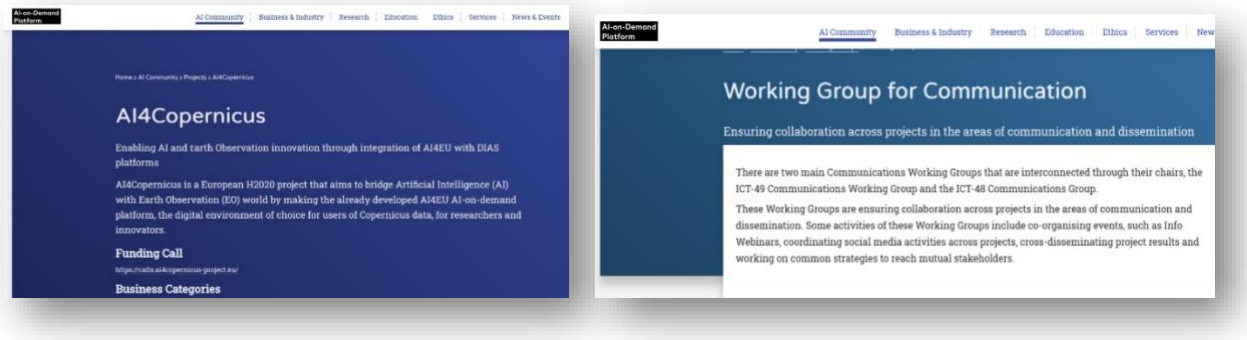


Figure 40: AI4Copernicus on the AI-on-Demand Platform

To reach out further to the wider research community and policy makers, an article about the AI4Copernicus project has also been published on the CORDIS website.

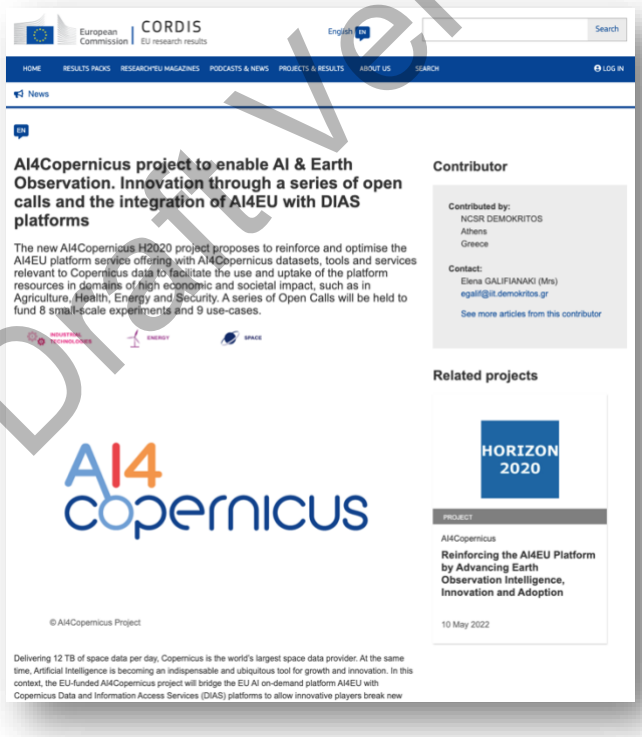


Figure 41: Article about the project on CORDIS portal

4 Future Planning

The communication activities that are planned for the coming period, will be targeting wider audiences, project outcomes will be widely promoted in popularised articles and through other activities.

The partnership will increase efforts in dissemination and community engagement activities (publications, conference participation) targeting more specific audiences such as the scientists, policy makers and domain experts, which are essential for the project to provide more focused outcomes.

More publications and presentations in scientific events are planned with sibling projects, and further exploration of work on policy-related activities is in the horizon.

AI4Copernicus aims to expand its ecosystem with relevant projects and initiatives and will attract users from that community once the AI4Copernicus platform is ready to use.

In the near future, planned activities will include the decision and announcement of the winning projects the 3rd and 4th rounds of the AI4Copernicus Open Calls therefore the corresponding campaigns will follow in September 2022. An Award Ceremony is planned to be held, new content and visuals will be created for our online and offline channels of communication so as to promote the next set of winners.

In the context of the ICT49 sibling projects collaboration, the cluster has secured its participation in the upcoming 20th European Week of Regions and Cities, the biggest annual Brussels-based event dedicated to cohesion policy that will be held in October 2022. The cluster will run a 90-minute participatory lab titled 'How to boost AI adoption in Europe - A regional perspective', that targets a broad audience from all sectors looking to learn more about AI, available funding and support. It aims to connect European regions, organisations and industry to facilitate access to and increase awareness of a variety of European resources available for adopting AI in businesses (especially SMEs) and for developing AI solutions.

Finally, WP7 will focus as required in assisting partners in the exploitation of the project which will come into full effect in the coming months.

5 Conclusions

The present document summarises the dissemination and communication activities that have been realised during the first 18 months of the AI4Copernicus project. These activities follow on the footsteps of the communication and dissemination strategy as outlined in the related D7.1 Dissemination and Communication Plan (M6). As demonstrated, all of the activities are progressing well and according to plan, thus meeting the dissemination and communication objectives and KPIs. Regarding AI4Copernicus KPIs, in most sections, the project has already managed to achieve its total goals, in this 18-month period. Pushing for even better results, WP7 lead has set new, increased KPIs to be met by the end of the project, while for the KPIs that have not been met, the partnership will increase efforts to achieve the goals.

The close collaboration with WP6, to promote the four rounds of OCs and attract applicants, proved a demanding but very rewarding task. The communication and dissemination campaigns that were created and addressed at target audiences resulted in increased interest by applicants and, proved to be big success stories in terms of the traffic directed to our website and the social media follower base. Additionally, the innovations and outcomes that were generated from the winning projects, emphasize that there are strong links to be made with the EO world and policy makers and we can attract them to connect with the AI-on-Demand platform (former AI4EU).

During the reported period, increased engagement has been sought and achieved with the Ecosystem, the strong collaboration with ICT49 siblings will continue and will aim to work on the AI-on-Demand platform and the AI4Europe follow up project which starts soon.