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

D7.1: Communication & Dissemination Plan

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Executive Summary

It is widely accepted that good communication and broad dissemination of the objectives and outcomes of any research project with key stakeholders is of paramount importance which contribute towards the success of a project.

The aim of this document is to outline the dissemination and communication plan to be employed for the duration of the AI4Copernicus project and the activities planned for awareness raising of the project's research findings. The document covers a wide range of areas including the purpose and scope of the document, set target audiences for both internal and external communication, the dissemination and communication plan of activities and channels to be utilised throughout the project. This plan uses dissemination to refer to information sharing with professionals and scientists and communication to refer to information sharing with wider audiences.

The plan outlined in this document provides the framework of activities and channels which will be utilised to disseminate project results to the defined target audiences, thus supporting the work undertaken across other work packages in the AI4Copernicus project.

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List of Terms & Abbreviations

Abbreviation	Definition
NCSR-D	NCSR Demokritos
WP	Work Package
DoA	Description of Action
DIH	Digital Innovation Hub
PR	Press Release
AI	Artificial Intelligence
EO	Earth Observation

1 Introduction

Making information available and easily accessible is an important contribution to the dissemination of results of any EU-funded project. In the AI4Copernicus project, the dissemination and communication activities unfold within *Work Package (WP) 7: Exploitation, Communication and Dissemination* with the aim to provide appropriate visibility of the project to carefully selected target audiences by creating suitable visual and editorial material, and by ensuring a steady flow of information on the project's ongoing progress and results obtained.

To boost the impact and improve the exploitation potential of AI4Copernicus, a communication and dissemination plan has been developed with the objective to raise general awareness about the project, attract interest and applicants for its open call process, target important audiences and stakeholders, generate discussion, and assist the release of scientifically and commercially significant results.

1.1 Purpose and Scope of this document

There are two aspects to the purpose of this deliverable. Firstly, it aims to provide an overview of the different activities the project will undertake within the next three years, in terms of promoting the partnership's work to the selected target audiences.

Secondly, this document will act as reference material for the AI4Copernicus Partnership as it outlines dissemination and communication plans and awareness activities for the duration of the project.

Efforts to be developed shall be directed at three levels: (i) Dissemination to public authorities and policy makers; (ii) Scientific and technical dissemination; and (iii) Communication to the wider public and stakeholders. Additionally, it aims to:

- Inform the research community of the latest developments taking place within the project and how the project may affect various research fields.
- Raise awareness of the project, its objectives, and its achievements.
- Communicate project progress, technologies, and results (outside the consortium and research community) to the social and technical communities as well as the general public and how it may affect their lives in the future.
- Ensure widest dissemination possible of the project's results to all potentially interested parties and sharing best practices stemming from the project via various channels.
- Help to establish liaisons / synergies with other related projects to exchange knowledge and best practices.
- Help create new leads for successful exploitation of project results at a later stage.

1.2 Relationship with other documents

This deliverable is part of WP*7 Exploitation, Communication and Dissemination* which is linked to *Task 7.1: Exploitation, Communication and Dissemination [Months: M1-36], Task 7.2: AI4Copernicus Communication and Dissemination activities [M1-M36]* and *Task 7.3: Open Calls Communication and Dissemination activities [M7-M36].*

WP7 focuses upon three key AI4Copernicus areas:

(a) innovation, exploitation and sustainability
(b) dissemination and communication (for the project and the open calls), as well as
(c) community building, engagement and adoption of AI4Copernicus (including the open calls).

Task T7.2 AI4Copernicus Communication and Dissemination activities satisfies the objectives outlined below:

- Raise awareness and interest towards the AI4Copernicus ecosystem
- Detail the communication activities (project/ecosystem identity, AI4Copernicus website, social media presence, communication material)
- Outline the main actions that will be undertaken by the partners to promote and disseminate 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, DIASes and the wider ecosystem
    (c) organisation of trainings/webinars so as to engage members, especially SMEs, and to translate results into valuable lessons-learnt
    (d) publications to be prepared by project partners and which will be made available in Open Access.

Task T7.3 Open Calls Communication and Dissemination activities satisfies the objectives outlined below:

- Promote and disseminate the AI4Copernicus open calls, to the direct beneficiaries of the value chain and multiplier organisations
- Coordinate with the project communication campaigns (Task 7.2), as well as AI4EU, Copernicus and DIASes activities, aiming to make all information readily available towards the open calls' scheme
- Design and follow a proactive campaign strategy which will outline how stakeholders will engage with AI4Copernicus early in the project
- Contact the partnership's extended network, social media campaigns, presentations at events, online articles, media publications (Task 7.2).
- To support the promotion of the Open Calls, AI4Copernicus will release:
    (a) the pre-Open Call dissemination and communication in the form of a 'save the date' to inform relevant audiences
    (b) during the timeframe that the Open Calls are ongoing a dissemination and communication campaign will be rolled out in full to reach target audiences
    (b) the post-Open Call campaign providing information about the winning beneficiaries

2 Project Overview

2.1 Project Ambition and Vision

AI4Copernicus aims to bridge Artificial Intelligence (AI) with the Earth Observation (EO) world by making the AI4EU AI-on-demand platform the platform of choice for users of Copernicus data along the value chain (scientists, SMEs, non-tech sector). A series of four open calls will be implemented, in domains of high economic and societal impact, such as in Agriculture, Health, Energy and Security, leading to 8 small-scale experiments (smaller, single-beneficiary experimental projects targeting technology-advanced users) and 9 use-cases (larger-budget projects, involving at least one non-technology user). The open calls will necessitate the utilisation of DIAS platforms, Copernicus data, the AI4EU platform and the services and resources that will be provided by the AI4Copernicus project. Through organising, facilitating and mentoring these Open Calls, AI4Copernicus will reach out to new user domains and boost the use of the AI4EU platform.

2.2 Project Objectives

The ambitious vision of AI4Copernicus will be achieved by following specific objectives:

- Objective 1**:** Expand and deepen the integration of AI4EU with DIAS platforms to enrich the AI4EU service offering and enable far-reaching innovation.
- Objective 2: Kickstart the innovation cycle by incentivising diverse AI4EU and Copernicus communities to solve real problems of business and societal value.
- Objective 3: Drive the evolution, uptake, and impact of all involved platforms: AI4EU and the DIAS platforms, especially WEkEO, CREODIAS and MUNDI.

2.3 The Partnership

The AI4Copernicus partnership consists of key technology providers, well known research centres, influential industry players, and user partners with international coverage.

The eleven consortium partners come from seven different EU member states, possessing the different cultures, needs and diverse communication infrastructures favouring the exchange of know-how and experiences that will be most useful for the successful completion of the project. The AI4Copernicus consortium has been brought together based on the research excellence, commercial success and, most importantly, the complementarity, as well as commitment of its partners.

The partnership consists of: the National Centre for Scientific Research Demokritos |NCSR-D (Greece), the National and Kapodistrian University of Athens | NKUA (Greece), the aerospace manufacturer Thales Alenia Space |TAS (France), the INSEAD Institut Europeen d' Administration des Affaires | INSEAD (France), the telecommunication services provider Thales Six | THA (France), the European Centre for Medium-Range Weather Forecasts | ECMWF (International Organisation), the provider of innovative services CloudFerro | CF (Poland), the University of Trento | UniTN (Italy), the European Union Satellite Centre | SatCen (Spain), the multinational energy company Equinor Energy (Norway) and the consulting company Blue-Sight Conseil (France).

2.4 The AI4Copernicus 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 meetings. The International Advisory Board will provide the partnership with external guidance on its strategic objectives and will assist in developing relationships with other key stakeholders in the domain across Europe. Following extensive discussions with top experts, the members of the AI4Copernicus members have been selected and include 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 1: The AI4Copernicus Expert Advisory Board

#	Name	Organisation
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

3 Dissemination & Communication Plan

3.1 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, the AI4Copernicus will identify and formulate the main goals of the dissemination and communication activities, covering three key strategic directions:

(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 these objectives to be satisfied, each partner will be fully committed to the dissemination of results across the ecosystem of stakeholders. Dissemination and communication will take place at multiple levels and all partners will contribute via the routes that are most appropriate to their operational model and expertise.

3.2 Defining Target Audiences – Internal & External

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 in *internal* and *external*; to cater for these inherently diverse audiences that require different types of information, we provide a segmentation.

At a later stage in the project, when the AI4Copernicus platform is designed and developed, the exploitation strategy will come into effect so as to engage stakeholders and organisations seeking to utilise the 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 2: 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 Open Calls.	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 Open Calls.	Website, Press releases, Events, Direct contacts, Communication material	National, European, International	All partners, open call 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

Internal Audiences: Apart from external audiences, which are the most common recipients of information, it is important to identify the need for information of project partners and their respective organisations and deal with them as internal 'customers'. As the project develops and technical complexity increases, communication within the partnership becomes of outmost importance. To cater to this need, the coordinator has created internal communication tools and channels as early as the kick-off meeting. Additional information on the tools being utilised is available in the section *4 Internal Communication.*

External Audiences: Documents such as this deliverable are considered as the master document which outlines the strategy to be followed by partners for the years to come for external audiences. Broadly speaking, the target audience of AI4Copernicus includes stakeholders within the Industry,

SMEs, policy makers, citizens, academia, and the media. The communication plan is expected to target all the above interested parties. It is also expected to identify potentially interested members, who will spread the word of AI4Copernicus, increasing audience participation. Additionally, a dissemination plan will be rolled out to reach the scientific research communities who need to be made aware of the project's scientific results thus ensuring useful insights are provided to experts for future research.

3.3 Key Performance Indicators (KPIs) of AI4Copernicus Dissemination Activities

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 provides measurable indicators of the project's dissemination and communication activities and sets a basis for verifying whether the project dissemination objectives are being met along the way.

Table 3: Dissemination Key Performance Indicators (KPIs)

	Key Performance Indicators (KPIs)	Expected Results	Coverage
AI4Copernicus Dedicated website	No. of accesses per year	>3000 accesses per year	Worldwide, general and specialised target group
	No. of downloads	>150 downloads	
	No. of individuals / organisations signed up to receive email with project updates	>100 individual organisations	Worldwide
AI4Copernicus in Social Media Channels	No. of Twitter followers	>500 Twitter followers	Worldwide
	No. of likes on Facebook	>500 likes on Facebook	
	No. of members on LinkedIn Group	>200 members on LinkedIn	
	No. of Project videos	>2 project videos	
	No. of social media interactions from the EU	>10 representative groups	
Journal publications	No. of Journal publications	≥ 10 in total	Worldwide

Press mentions	No. of mentions in the Press	≥ 10 in total	Europe
Online Mentions	No. of mentions in online magazines, newspapers, blogs	≥ 10 in total	Worldwide
Participation in events	No. participation in seminars, conferences, exhibitions, workshops and other events	≥ 10 in total	Worldwide, specialised target
Organisation of training events	No. of events organised (including at least 3 training workshops for each of the Open Calls)	≥ 3 in total	Europe
eNewsletters	No of Newsletters produced	6 in total	Europe
AI4Copernicus videos	No. videos produced	2 generating >200 YouTube views in total	Worldwide
Co-operation with other initiatives	No. Co-operations with other initiatives	≥ 10	Europe
Networking with communities, networks & associations	No. of contacts who show support for the project	> 500 people in total	Worldwide
Adoption of AI4Copernicus platform, tools or components -beyond the project open calls	No. of individuals, projects or RIs	≥ 4	Worldwide

3.4 Open Calls – Collaboration with WP6 to promote further

Acknowledging the importance of communicating the AI4Copernicus Open Calls in the frame of the project, distinct dissemination and communication activities will be conducted in parallel to the main plan. Indicative activities at different stages of the AI4Copernicus Open Calls cycle will include:

- Phase 1: Timely promotion of the Open Calls through the project's digital channels, traditional media and SME-centred associations, companies in Europe which offer EO-related products and services - as well as Digital Innovation Hubs (DIHs).
- Phase 2: Announcements of the selection process results, emphasising the expected impact of the accepted projects and the beneficiaries.
- Phase 3: Frequent publication of project progress and achievements, production of dissemination material, inclusion of open call project presentations in major events
- Phase 4: Promotion of project results through the AI4EU marketplace, joint scientific publications/white papers.

4 Internal Communication

As mentioned in the previous section, partners, aka the internal audiences, require easy to use, daily communication within the partnership mainly via digital means. To ensure smooth interaction and safe exchange of information within the consortium, partners have agreed, and the coordinator has established, internal communication channels -as early as the kick-off meeting- which include:

- Dedicated project mailing list for ease of communication within the partnership.
- Specialised WP-related mailing lists for WP partners to communicate amongst them without spamming the whole partnership.
- To facilitate the sharing of ideas and collaboration among partners, it is essential to have a document storage system that facilitates collaborative editing for all documents. A shared virtual partner space has been set-up (Google Drive folder acting as a repository) for exchange and sharing of material (documents, meeting minutes, templates, presentations, deliverables, video recordings, visual material) and accessibility of information from all partners (see figure 1).
- Weekly meetings between AI4Copernicus-engaged colleagues at NCSR-D (project coordinator) take place to discuss project progress and any areas of concern which are then followed up with partners.
- Teleconference facilities have been enabled (dedicated Zoom account) to facilitate partner discussions and meetings in the Covid-19 era when travel has not been possible. To enable all partners to keep abreast of updates in the project, monthly plenary teleconferences have been set up with regular updates across all Work Packages (WPs). WP2, WP3, WP4, WP5, WP6 & WP7 have regular bi-weekly or monthly online meetings amongst assigned persons from each partner.
- When the Covid-19 restrictions are lifted, face-to-face plenary meetings will be organised every six months to provide partners with the opportunity to meet and discuss in more detail and agree next steps for each WP.

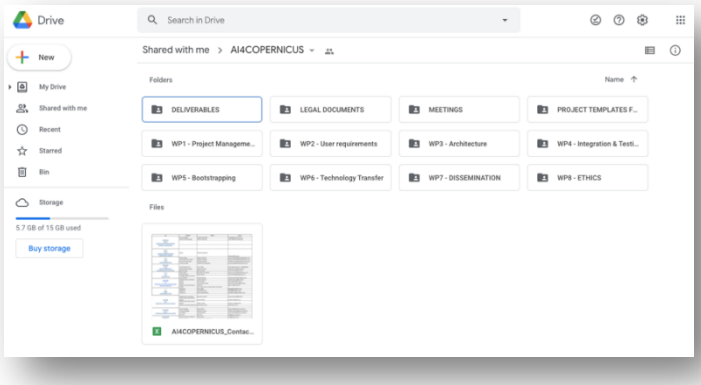

Figure 1: Google Drive Folder - AI4Copernicus project repository

5 External Communication and Dissemination

External communication and dissemination is the biggest part of this WP as it includes the activities to be performed by all project partners, to reach external audiences and meet the objectives set.

To reach the audiences summarised in the previous sections of this document, the partnership will employ a breadth of tools and channels to communicate its messages which are outlined in this segment.

5.1 Project website

The official project website is the most important online tool of communication as it allows the partnership to structure information as required so as to connect with the ecosystem that it will be reaching out to. The AI4Copernicus project website, has been made publicly available on 31 March 2021 and is available under the URL:

https://ai4copernicus-project.eu/

Figure 2: AI4Copernicus project website URL

The project website will play a key role in the project's communication strategy as it provides an online platform accessible by the public, showcases the project, holds all project achievements and updates, as well as its social channels in one place. Additionally, project deliverables will be available for public use and consultation and further dissemination. The AI4Copernicus website consists of these sections:

- The '**Homepage'** includes a welcome message, a short summary of the AI4Copernicus vision, project objectives and a brief presentation of the Open Calls.

Figure 3: Project website: Homepage

- **'About'** AI4Copernicus section includes a more detailed description of the project's vision and objectives, the partnership presentation by partner, the workplan and the advisory board.

Figure 4: AI4Copernicus project website, about section

- '**Ecosystem'** section includes the Artificial Intelligence and Earth Observation main organisations with which AI4Copernicus will collaborate and interact throughout the project.

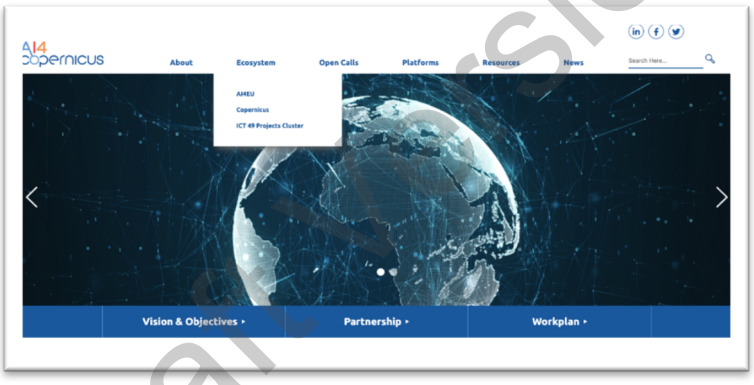

Figure 5: Project website: Ecosystem section

- The '**Open Calls'** section provides a brief description of the Open Calls procedure (*Open Call info page*), while the *Register your interest* page gives the opportunity to interested parties to register and receive information about the Open Calls.

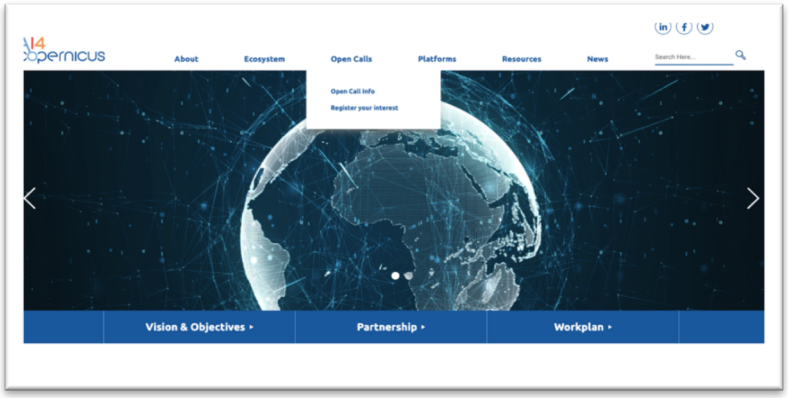

Figure 6: Project website: Open Calls section

- The '**Platforms'** section provides information on the developed platform of AI4Copernicus as well as detailed directions for using the provided services.

Figure 7: Project website: Platforms section

- The '**Resources'** section provides important information of what the project has accomplished including publications, deliverables, videos and other material.

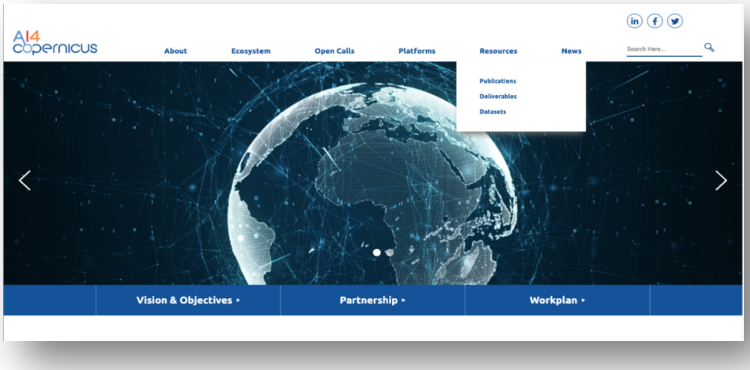

Figure 8: Project website: Resources section

- The '**News'** section includes frequent updates about the project.

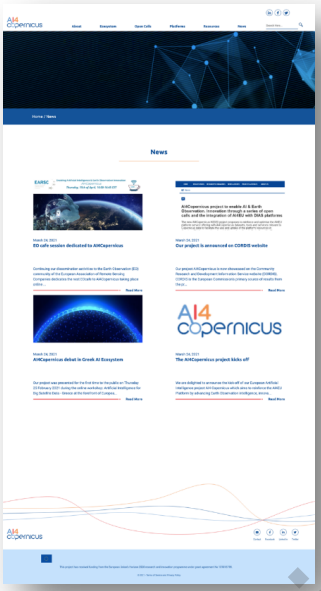

Figure 9: Project website: News section

The AI4Copernicus website will be updated regularly to reflect the current state of the project. Coordinating partner NCSR-D is responsible for the maintenance and update of the website, by sourcing content from all AI4Copernicus partners.

5.2 AI4Copernicus Visual Material

5.2.1 Project Logo | Templates | Banners | Newsletters

The **AI4Copernicus project logo** has been created by a professional graphic designer, as partners wanted to create a unique and memorable logo which would bring together all facets of the project's research areas. Different logo options were prepared by NCSR-D and were put up for virtual voting during the kick-off meeting (21 – 22 January 2021). The one selected is shown in the figure below and was designed to demonstrate the unity and the continuity of Artificial Intelligences and Earth Observation domains and their connection with the AI4EU project by using a similar colour palette. The logo is a smart, simple, and intuitive design that includes the project's full name. It provides an easily recognised project trademark to be used throughout all communication activities (project website, presentations, flyers, press releases etc.) to help enhance brand continuity and raise awareness.

Figure 10: The AI4Copernicus project Logo

To embed the project's brand identity across communications, several project templates have been produced to ensure consistency across partner usage including:

- A PowerPoint presentation
- Meeting agenda
- Meeting minutes

The templates have been made available on the common GDrive folder for ease of access by all partners since the very start of the project.

Figure 11: Project templates for partner use

A series of electronic banners have been created to help promote the project online, bearing the project's brand identity, logo and colours and an accompanying tagline to highlight the unique proposition of the project '***Artificial Intelligence & Earth Observation: Two worlds in one place'***. These banners are freely available for partners to use on their social media, organisational websites, announcements about the project, press releases etc. This material is also available on the AI4Copernicus website under the Media kit section for use by journalists or other stakeholders.

Figure 12: Electronic banners

In the frame of creating visual content in the first six months of the project and to further promote our work, a communication initiative named **'Meet the Partner'** has been created. This online activity is an initiative of the WP7 lead with the purpose to promote partners, their role and work within the AI4Copernicus project. Respective electronic banners have been designed, introducing to the wider public each organisation and its lead person working on the project. This activity is planned to be communicated once a week (every Thursday starting from May, 12 2021) via the AI4Copernicus project website and the project's social media.

Figure 13: Banners for the Meet the Partner communication activity

A new section has been created on the AI4Copernicus website to host this new communications activity.

Figure 14: Website section hosting the Meet the Partner activity

A virtual background has been created for online meetings to enhance the look and feel of the project when participating in meetings with external stakeholders or virtually presenting at events.

Figure 15: AI4Copernicus virtual backgrounds

A Media kit has been created and is accessible for public use via the website. The kit includes the AI4Copernicus logo in various formats as well as banners and visuals for social media in the appropriate sizes for usage in Twitter, Facebook and LinkedIn.

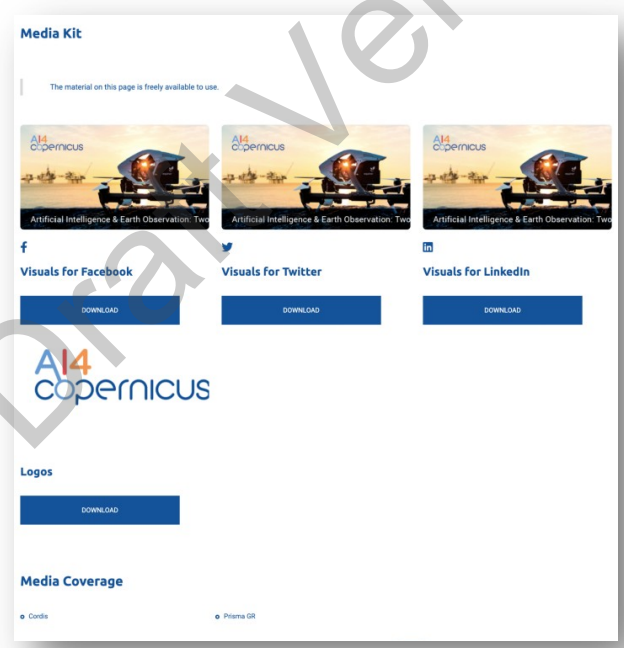

Figure 16: Website section hosting the Media Kit and coverage

eNewsletters will be scheduled for production twice per year informing about open calls, events and highlighting project progress. These electronic newsletters will be disseminated to users who have willingly subscribed to the project newsletter through the relevant section on the website which is linked to a secure database. Newsletters are a tool that can assist with creating a community around

the project and can help establish its sustainability and impact in the long term. Once a subscription occurs, a *thank you email*, is automatically generated and sent to the subscriber thus rounding up the communication.

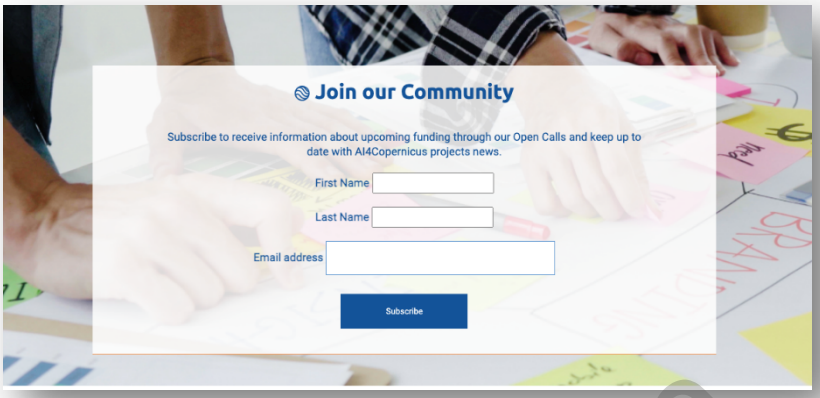

Figure 17: eNewsletter, Join our Community-Subscription on the website

Multimedia material is to be produced and distributed through the project website, social media and broadcast platforms such as YouTube. The videos will include informative videos about the Open Calls as well as the AI4Copernicus platform when it is made available, taking into consideration all GDPR guidelines for publication.

5.2.2 Open Calls visuals

As part of our disseminations activities for Open Calls, 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. Banners will be adjusted for every Open Call round.

Figure 18: AI4Copernicus Open Calls promotional banners

In the context of the organisation of the AI4Copernicus café info webinars respective banners are being created for each session.

Figure 19: AI4Copernicus café banners for webinars

5.3 Social Media Channels & Planning

Designing a social media plan for the project was amongst the activities that have been 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.

5.3.1 Twitter

Following the above-mentioned decision-making process, the creation of a Twitter account was decided in January 2021 (https://twitter.com/AI4Copernicus **@AI4Copernicus)** which has a rapidly increasing follower base with currently more than 365 followers.

Twitter is an excellent tool which allows to frequently connect and interact with interested audiences in a synchronous way. Twitter will be used to draw interested audiences to the AI4Copernicus website via specific weblinks. The account will not only share consortium and project updates, as they happen, but will also aim to build a wider community around the areas of Artificial Intelligence and Earth Observation, which is the main areas of research of the AI4Copernicus project. By sharing public body/governmental reports and resources, stories of experts, insights, and news of other relevant bodies, audiences will be keen to follow our account and share our tweets. Additionally, this augmented community will be more interested to find out about our project news (such as conference participation and published papers), and thus will be easier reaching out to all mentioned

user groups. Tweets will be shared regularly by project partners as outlined above to keep followers updated and interested.

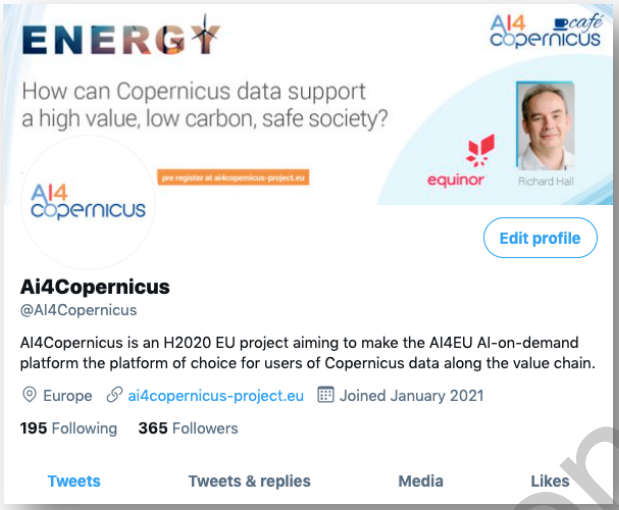

Figure 20: The AI4Copernicus Twitter account

5.3.2 Facebook

Similarly, a Facebook page was created under this URL: **https://www.facebook.com/AI4Copernicus/** with the corresponding handle ***@AI4Copernicus*** in February 2021 with currently 35 followers and 28 likes on the page.

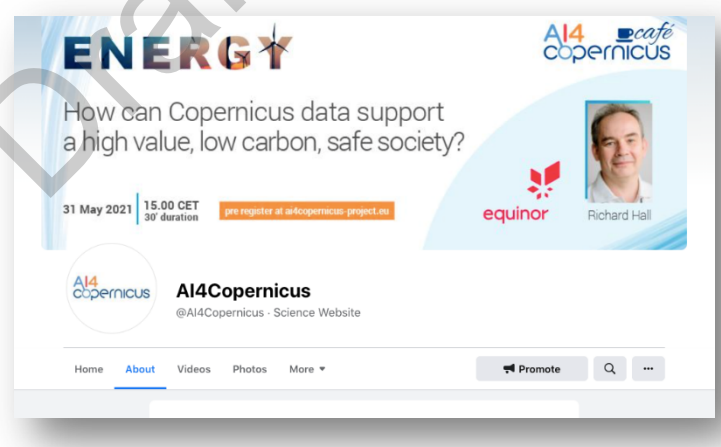

Figure 21: The AI4Copernicus Facebook page

5.3.3 LinkedIn

A LinkedIn page has been created under this URL: ***https://www.linkedin.com/company/ai4copernicus/*** with currently 96 followers on the page.

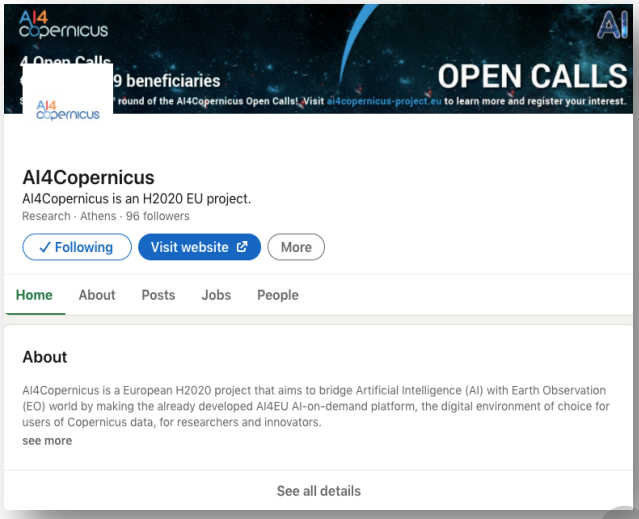

Figure 22: The AI4Copernicus LinkedIn page

5.4 Conferences | Workshops | Meetings | Webinars

5.4.1 Participation in Events

In the year 2021, when the AI4Copernicus project kicked off, the Covid-19 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 offline and in person. In the first six months of the project, AI4Copernicus has already been presented in many virtual events at European level. The partners will aim to participate in physical conferences and workshops present their scientific work as soon as these are available as this is a key mechanism of engaging with the research community.

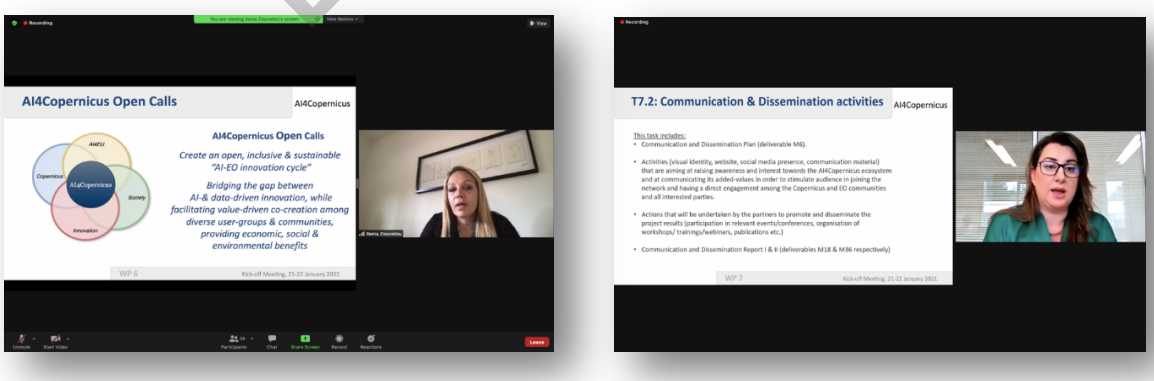

Figure 23: Dr Xenia Ziouvelou (WP6) and Elena Galifianaki (WP7) present objectives during the kick-off meeting of the project, 21- 22 January 2021

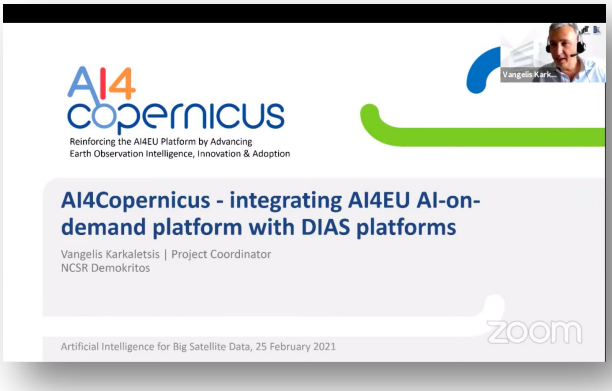

Figure 24: AI4Copernicus coordinator presents at 'AI for Big Satellite Data', 25 February 2021

Figure 25: AI4Copernicus coordinator presents project at 'BDVA Data Week 2021', 25 May 2021

For better planning purposes, partners have conducted research ahead of time and created a list of potential online and offline dissemination and communication opportunities where the project could be showcased at. A tentative list of these identified events is available in the Table below.

Table 4: List of suggested events for dissemination & communication

Conference	Date	Location
Artificial Intelligence for big satellite data – Greece at the forefront of European research	25 February 2021	Online
AI-on-Demand Ontology Workshop	26 March 2021	Online
EO Cafes, organised by EARSC	15 April 2021	Online
European Vision for AI 2021 event	22 April 2021	Online
7th IAA Planetary Defense Conference	26-30 April 2021	Online
Big Data from Space	18-20 May 2021	Online
Copernicus and Artificial Intelligence: state-of-the-art technology and scientific research	26 May 2021	Online
Data Week 2021	25-27 May 2021	Online
ExpandEO 2021	16-17 June 2021	Online

GEO Virtual Symposium 2021	21-24 June 2021	Online
16th International Conference on Artificial Intelligence Applications and Innovations	25-27 June 2021	Greece
International Conference on Earth Observation Satellites	24-25 June 2021	Online
12th International Symposium on Digital Earth	6-8 July 2021	Austria
IGRASS 2021 - International Geoscience and Remote Sensing Symposium	12-16 July 2021	Online
ICEOST 2021: 15. International Conference on Earth Observation Science and Technology	20-21 September 2021	Portugal
ESA Φ-week	11-15 October 2021	Online
AI Convention	14 October 2021	Brussels
World Summit AI	13-14 October 2021	Amsterdam & Online
17th European Space Weather Week	25-29 October 2021	UK
GEO week 2021	22-26 November 2021	
Responsible AI Forum	6-8 December 2021	Germany
BIG DATA & AI WORLD	2-3 March 2022	UK
ESA Living Planet Symposium 2022	23-27 May 2022	Germany

5.4.2 AI4Copernicus cafés - Open Calls Informational webinars

In the frame of the collaboration between WP6 and WP7, and to further promote the Open Calls to the widest audiences possible, a series of short 30-minute, informational webinars have been introduced namely the **AI4Copernicus cafés**.

From May to September 2021 four online AI4Copernicus cafés have been scheduled to take place where project partners will provide additional information, tips, and ideas concerning the Open Calls submission process in their expert domains of Energy, Security, Health and Agriculture. The corresponding sessions will be recorded and made available on the project website, the Open Call platform and through social media to be accessed by users.

Figure 26: AI4Copernicus cafe| Energy webinar by partner Equinor, 31 May 2021

5.5 Publications

The major tool to reach one of our key audiences, the scientific community, is that of disseminating the scientific publications stemming from the results of the project itself. To keep track of the publications, a methodology has been established along with an online spreadsheet to keep records of all the required details, i.e., type of publication, reference, official link, repository, link to repository, authoring partners etc. This online spreadsheet acts as a guide for WP7 partner that leads the communication and dissemination activities to plan further actions such as disseminating the publications further through the project website and social media. In keeping with the European Commission's guidelines on open access publications, all publications will be made available through the dedicated area on the AI4Copernicus project website as well as through official repositories such as the Open Aire platform.

5.6 Brochures

The AI4Copernicus project will aim to create an informative brochure about the project and the Open Calls in its first year of operations which will be distributed both online and offline at interested audiences. This flyer may include information on:

- The project vision, objectives and methodology
- The partnership and contact information
- Links to the website and social media profiles

5.7 Press releases and coverage

The aim of creating and disseminating a Press Release (PR) to the Media is to gain Press coverage. The first PR about the project was written and disseminated to the Media after the launch of the project with introductory information. Additional PRs will be drafted on a yearly basis and in line with key developments of the project. Partners will send PRs to the Media within their own countries after translating them in English, Greek, Italian, Spanish, French, Polish, and Norwegian respectively. At the end of the PR a standard *"Note to editors"* section is placed with information about the project, its partners and social media accounts. The PR is made available under the Media Kit section of the website.

PRESS RELEASE

H2020 AI4Copernicus project kicks-off

The new European Artificial Intelligence project will Reinforce the AIAEU Platform by Advancing Earth Observation Intelligence, Innovation and Adoption

Figure 27: The AI4Copernicus Press Release

5.8 AI4Copernicus Ecosystem - Collaboration with related research initiatives

The AI4Copernicus partnership will invest heavily on creating strong bonds with the ecosystem that it aims to be a part of in the Artificial Intelligence and Earth Observation communities. For this purpose, NCSR-D has researched extensively the ecosystem at the start of the project thus identifying key players and making efforts to directly engage with them via email, social media and virtual meetings.

Collaboration with ICT49 sibling projects and other projects: ICT49 was the European H2020 call on the Artificial Intelligence on-demand-platform building on the AI-on-demand-platform AI4EU funded under ICT26-2018-20, a reference point on gathering and providing access to AI-related knowledge. The projects that we have identified to form our closest ecosystem for further engagement are outlined in the Table below. In addition to ICT49, we will be forming closer relations with ICT48 projects, as well as DT-Space 25 projects and other relevant to AI4Copernicus projects, to create a wider and more sustainable community around AI and EO.

Table 5: Identified Ecosystem for engagement

No	Name of initiative	Potential synergy with AI4Copernicus project
1	AI4EU - A European AI On Demand Platform and Ecosystem (https://www.ai4eu.eu/, @AI4EU)	AI4EU through AI4EU platform unites Europe's Artificial Intelligence community to the benefit all of European society. Three of the AI4Copernicus partners (NCSR, Thales Alenia Space, NKUA) are also in AI4EU.
2	DIH4AI - AI on-demand platform for regional interoperable Digital Innovation Hubs Network H2020 ICT49 project (https://www.dih4ai.eu/, @dih4ai)	Project funded by the same H2020 topic as AI4Copernicus aiming to create the DIH4AI AI on-demand platform for regional interoperable Digital Innovation Hubs Network.
3	I-NERGY - Artificial Intelligence for Next Generation Energy H2O2O ICT49 project, (https://i-nergy.eu/, @inergy_h2020)	Project funded by the same H2020 topic as AI4Copernicus, aiming to support and develop new AI-based energy.
4	AIPlan4EU - Bringing AI Planning to the European AI On-Demand Platform H2020 ICT49 project (https://aiplan4eu.fbk.eu/, @AIPlan4EU)	Project funded by the same H2020 topic as AI4Copernicus, looking for SMEs or individuals with a real world AI Planning use-cases. Aiming to make modern planning technology applicable for everyone.
5	StairwAI - Stairway to AI: Ease the Engagement of Low-Tech users to the AI-on-Demand platform through AI H2020 ICT49 project	Project funded by the same H2020 topic as AI4Copernicus, looking to strengthen SMEs though AI using AI.

	(https://cordis.europa.eu/project/id/101017142, @StairwAI	
6	BonsAPPs - AI-as-a-Service for the Deep Edge H2020 ICT49 project (https://bonsapps.eu/, @BonsApps)	Project funded by the same H2020 topic as AI4Copernicus. BonsAPPs helps SMEs digitalise by allowing them to access, implement and make use of Artificial Intelligence in an easy and affordable way. BonsAPPs provides modular services for SMEs by offering a series of modular services—such as experimentation, model compression, optimisation, benchmarking, and deployment on hardware and security—that will increase AI usage among enterprises and SMEs which currently lack internal innovation capabilities.
7	CALLISTO - Copernicus Artificial Intelligence Services and data fusion with other distributed data sources and processing at the edge to support DIAS and HPC infrastructures H2020 DT-SPACE 25 project (https://callisto-h2020.eu/, @CALLISTO_H2020)	Project funded by the H2020 under the topic "Big data technologies and Artificial Intelligence for Copernicus", aiming at bridging the gap between the DIAS providers and application end users through dedicated AI solutions.
8	DeepCube - Explainable AI pipelines for big Copernicus data H2020 DT-SPACE 25 project (https://deepcube-h2020.eu/, @DeepCube_H2020)	DeepCube is a Horizon 2020 Space project that will unlock the potential of big Copernicus data with Artificial Intelligence and Semantic Web technologies, with the objective to address problems of high environmental and societal impact.
9	Global Earth Monitor (GEM) H2020 DT-SPACE 25 project (https://www.globalearthmonitor.eu/, @H2020_GEM)	GEM is a Horizon 2020 Space project that will enable economically viable continuous monitoring of Earth, fuelled through the transition from conventional "strip mode" monitoring to "spot mode" monitoring (discovery of relevant details), the approach based on GEM's global-monitoring data-exploitation model.
10	e-shape project (https://e-shape.eu/ , @eshape_eu)	e-shape is the flagship European project bringing together key European actors to ensure the optimal implementation of Euro GEO and, eventually, the delivery of EO-based benefits to a wide range of stakeholders in key societal areas.
11	TAILOR project one of the four H2020 ICT-48 European networks of AI excellence centres (https://tailor-network.eu/ , @eu_tailor)	The purpose of TAILOR is to build the capacity of providing the scientific foundations for Trustworthy AI in Europe by developing a network of research excellence centres leveraging and combining learning, optimisation and reasoning.
12	AI4Media project an H2020 project (https://www.ai4media.eu/, @ai4mediaproject)	The project aspires to become a Centre of Excellence engaging a wide network of researchers across Europe and beyond, focusing on delivering the next generation of core AI advances and training to serve the Media sector, while ensuring that the European values of ethical and trustworthy AI are embedded in future AI deployments.

13	CLAIRE - Confederation of Laboratories for Artificial Intelligence Research in Europe (https://claire-ai.org/, @vision_claire)	CLAIRE seeks to strengthen European excellence in AI research and innovation. The network forms a pan-European Confederation of Laboratories for Artificial Intelligence Research in Europe. Its member groups and organisations are committed to working together towards realising the vision of CLAIRE: European excellence across all of AI, for all of Europe, with a human-centred focus.
14	European Association of Remote Sensing Companies (EARSC) (https://earsc.org/, @earsc)	EARSC, is a membership-based, not for profit organisation which coordinates and promotes the activities of European companies engaged in delivering Earth observation-derived geo-information services. EARSC represents this sector in its broadest sense, creating a network between industry, decision makers and users and covering the full EO value chain from data acquisition through processing, fusion, analysis to final geo-information products & services.
15	EO OPEN SCIENCE https://eo4society.esa.int/, @EO_OPEN_SCIENCE	EO science for society is a core activity of the Earth Observation Envelope Programme (EOEP) of ESA. It drives the development of a network of EO Exploitation Platforms in Europe to foster easier and more comprehensive exploitation of the data.
16	Group on Earth Observations (GEO) (https://earthobservations.org/index.php, @GEOSEC2025)	GEO is a unique global network connecting government institutions, academic and research institutions, data providers, businesses, engineers, scientists and experts to create innovative solutions to global challenges at a time of exponential data growth, human development and climate change that transcend national and disciplinary boundaries. The unprecedented global collaboration of experts helps identify gaps and reduce duplication in the areas of sustainable development and sound environmental management.
17	Women in Copernicus (https://womenincopernicus.eu/#en, @WomenCopernicus)	The "Women in Copernicus" projects aims to give a voice and a face to the women who work with Copernicus, whether they are experts in the analysis of satellite data or users of Copernicus services in various fields of application. The project aims to identify opportunities and obstacles in the paths of these women, and also to inspire girls and women by bringing Women in Copernicus to the forefront of Copernicus.
18	Big Data Network Europe (https://www.big-data-network.eu/, @coenetwork)	The vision of the network is too landscape & connect Europe's Big Data Competence to provide industry the use-cases and success stories they need to implement and test innovative and data-driven solutions. With those actions we will foster the transfer of research into industry.

6 Alignment with EU Policy & Direction

European Commission Research dissemination resources and networks will be exploited as well as local country networks. There will be a planned participation in forthcoming EU Research Conferences and Workshops. EC recommendations on dissemination will be examined and implemented (e.g., Communicating EU Research and Innovation – a guide for project participants). We will strive to ensure that AI4Copernicus is a transformative project and will seek Project Officer support for attending wide EU dissemination vehicles and be included in EC events.

6.1 Access to Deliverables and Publications

The intention of the AI4Copernicus project is to disseminate its results as widely as possible using all the tools outlined in this document. Following EU guidelines for open access of research results, public deliverables and publications of the project will be made available via the project website as well as through the Open Aire platform. More specifically:

1. Publication in open access journals.
2. Publication via the 'gold' route, whereby authors pay a fee to publish the material as open access immediately. Most high-level journals offer this option.
3. Publication via the 'green' route, whereby authors archive the material in a disciplinary, institutional or public repository. To this end, we will submit project outcomes to OpenAIRE or the Zenodo repository, to provide a copy through institutional repositories in line with the involved partners' customary practices and institutional requirements.

6.2 Data Management Plan

During the project, data will be collected and analysed from the participating organisations, so as to extract semantically rich relationships as expressed in the project proposal. Where appropriate, subject to regulatory constraints or restrictions and licensing issues from the owners of the data, the data and their metadata description participating in the pilots will be anonymised. Throughout all data collection activities, partners will adhere to the established General Data Protection Regulation (GDPR).

The AI4Copernicus project will participate in the Open Research Data Pilot. The research results generated during the project will be used for dissemination and exploitation purposes adhering to international standards and recommendations to make sure that the format of the data will be interoperable. More specifically, the nature of the proposed design will guarantee the compatibility and interoperability with external well-known and established data models to maximise reuse of resources and interconnectivity of knowledge bases.

7 Conclusion

The aim of this document has been to outline the dissemination and communication plan to be employed for the duration of the AI4Copernicus project and the activities planned for awareness raising of the project's research findings. The document covers a wide range of activities to be conducted to meet the dissemination and communication targets set. The intention of the AI4Copernicus project is to disseminate its results as widely as possible using all the tools outlined in this document to reach its KPIs and its audiences.

------End of Document------