



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

D7.5: Communication & Dissemination Report II (final)

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Executive Summary

The aim of this document is to report on the dissemination and communication activities that were undertaken to increase the visibility of the project, enhance its impact, and promote the utilization of its results in accordance with the Description of Action (DoA) and the communication plan which was laid out in *Deliverable 7.1 Communication and Dissemination Plan* of the AI4Copernicus project during the second half of its duration.

The document covers the full spectrum of activities undertaken focusing on disseminating project and open call information, whilst building a community of stakeholders, and fostering the adoption of AI4Copernicus's findings, with a mix of traditional and digital communication channels, in the reporting period (M19-M36).

The document is a comprehensive report of visual and editorial elements produced in the frame of WP7 to reach the identified target audiences according to the strategy and to reach the Key Performance Indicators (KPIs) which were set to measure the impact of the plan.

The activities outlined in this document were undertaken with the excellent collaboration between all partners and in support of the work carried out across other Work Packages (WP) of the project.

The AI4Copernicus partnership has implemented a comprehensive communication and dissemination strategy with the confidence that it will play a crucial role in the success of the project's exploitation phase, ensuring that its findings are widely adopted and utilized to address real-world challenges.

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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
VC	Venture Capitalist
SoMe	Social Media
AIoDP	AI on Demand Platform
ESA	European Space Agency

1 Introduction

The dissemination and communication activities that the AI4Copernicus partnership has undertaken in the second half of its duration (M19-M36), aimed to provide increased visibility of the project in the audiences defined in Deliverable 7.1 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 (*Deliverable 7.1 Communication and Dissemination Plan*), with the objectives focusing on dissemination and communication aspects (for the project and the open calls), as well as community building, engagement and adoption of AI4Copernicus results (including the open calls).

1.1 Purpose and Scope

This deliverable aims to provide a comprehensive overview of the different dissemination, communication, and awareness activities that WP7 has undertaken during the last 18 months of the project, following the *D7.4 Dissemination & Communication Report I*. The purpose and Scope of Deliverable 7.4 is reflected in *Tasks 7.2: AI4Copernicus Communication and Dissemination activities* and *Task 7.3: Open Calls Communication and Dissemination activities*, the objectives of which are specified in Deliverable 7.4, pp. 7-8.

1.2 Approach and Relation with other Work Packages and Deliverables

The approach and relation with other WPs and Deliverables for Deliverable 7.5 is the same that has been outlined in Deliverable 7.4, page 8. WP7 was in close collaboration with *WP6: Technology Transfer via AI4Copernicus Open Calls* and continued to promote and support the projects resulted from the AI4Copernicus Open Calls.

1.3 Methodology and Structure of the Deliverable

This deliverable summarises the Dissemination and Communications activities which were realised in the timeframe (M19-M36) and reports on the objectives, target audiences and progress related to KPIs (as set in the Description of Action and in relation to previous Deliverables).

The summary of Dissemination & Communication activities performed internally and externally to the partnership are outlined whilst final conclusions are drawn.

2 Dissemination and Communication Strategy

2.1 Overall Strategy and Objectives

The strategy which is outlined in *Deliverable 7.1 Dissemination & Communication Plan* continued during M19-M36, while it heavily invested in the promotion of the scientific results and of the AI4Copernicus projects that resulted from the Open Calls process.

2.2 Target Audiences and Messages

To achieve AI4Copernicus goals and objectives, partners have identified key stakeholders who needed to be kept up to date with the progress and outcomes of the project. The audiences are generally divided to *internal* (partners, Advisory Board) and *external* (all other recipients of our messages). Overall, when we addressed scientific and policy audiences, we disseminated more complex and technical information whilst when we addressed the general public, we communicated more popularised information about the project and its results. To cater for these inherently diverse audiences, that required different types and quantities of information, in Deliverable 7.1, we have laid out the strategy that has been followed to address them.

Additionally, the exploitation strategy will come into effect to engage additional stakeholders and organisations seeking to utilise AI4Copernicus project results. That target audience is distinct and will be outlined in the *Deliverable 7.3 Sustainability Plan II (final)*.

2.3 Dissemination Phases and Key Performance Indicators (KPIs)

For AI4Copernicus partners and European Commission (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 have been used (e.g.: Twitter Analytics etc.).

The following Table includes the initial targets as well as the updated ones following the first review in M18. As some of the targets were achieved earlier than envisaged, WP7 Communication Lead NCSR-D considered lifting the set targets, thus aiming to achieve even better results with increased impact as shown below.

Some of the KPIs have been increased during the project as they were met early in the project such as website visits, number of subscribers, SoMe followers, project videos etc. The impact of each activity varies according to its link with the WP objectives and addresses different audiences utilizing diverse channels of communication and dissemination.

Table 1: Dissemination Key Performance Indicators (KPIs)

	Key Performance Indicators (KPIs)	Expected Results (according to DoA)	Coverage	Results (M1-M18)	Raised KPIs (M18)	Total Results (M1-M36)
AI4Copernicus Dedicated website	No. of accesses per year	>3.000	Worldwide, general and specialised target group	10.985	> 13.000	17.644
	No. of downloads	>150		No data yet	> 150	472
	No. of individuals / organisations signed up to receive email with project updates	>100	Worldwide	300	> 600	619
AI4Copernicus in Social Media Channels	No. of Twitter followers	>500	Worldwide	601	> 800	756
	No. of likes on Facebook	>500		77	> 500	111
	No. of members on LinkedIn	>200		372	> 450	620
	No. of Project videos	>2		16 (all videos included)	> 20	35 (all videos included)
	No. of social media interactions from the EU	>10		10	> 20	37
Journal publications	No. of Journal publications	≥ 10	Worldwide	3	≥ 10	3 Journals 11 Publications
Press mentions	No. of total mentions in the Press	≥ 10	Europe	1	≥ 10	4
Online Mentions	No. of total mentions in online magazines, newspapers, blogs	≥ 10	Worldwide	20	30	32
Participation in events	No. of total participation in seminars, conferences, exhibitions,	≥ 10	Worldwide, specialised target	21	>30	34

	workshops and other events					
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	11
eNewsletters	No of Newsletters produced	6	Europe	>2	6	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	35 videos generated > 2.783 YouTube views
Co-operation with other initiatives	No. Co-operations with other initiatives	≥ 10	Europe	≥22	>30	46
Networking with communities, networks & associations	No. of contacts who show support for the project	> 500 people in total	Worldwide	300	>500	725
Adoption of AI4Copernicus platform, tools or components -beyond the project OCs	No. of individuals, projects or RIs	≥ 4	Worldwide	No data yet	≥ 4	10

3 Summary of Dissemination & Communication Activities (M19-M36)

The dissemination and communication activities scheduled and realised in the frame of WP7 have dedicated target audiences which are widely separated into two groups: internal and external. In the sections below the distinction between the two shows the diversity of the means of communication, the channels utilised, as well as the conveyed messages.

3.1 Internal Communication

The AI4Copernicus Partnership and the project's 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 *Deliverable 7.4: Dissemination and Communication Report I*, pp. 13-14.

3.1.1 Communication with AI4Copernicus Partners

For the partnership to collaborate safely and effectively on a daily basis, WP7 has employed a wide array of mostly electronic tools and channels as listed in Deliverable 7.1, page 15.

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 provided 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 throughout the project. Extensive information regarding the Advisory Board can be found in Deliverable 7.4, pp. 14-15.



Figure 1: The AI4Copernicus Advisory Board announcement banner

3.2 External Communication

Communication with external audiences is the biggest part of the work of this WP as it includes the activities performed by all project partners, to reach the identified target groups and meet the objectives set. The full extent of activities that were planned to be realised have been outlined in Deliverable 7.1, page 11. In this section, we report all employed communications activities in the

second half of the project (M19-M36) 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 Deliverable 7.1 pp. 16-19, and Deliverable 7.4 pp. 16-19.

The AI4Copernicus website is frequently updated depending every time on the stage of the project 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 sections *Open Calls*, *Winning Projects*, and *News*.

To monitor website usage and visitor behaviour, WP7 has employed website analytics tools (Google Analytics) linked to the website since its launch. For the reference period between 1 July 2022 until 21 December 2023 (M19-M36) the website has attracted more than 6.700 visitors.

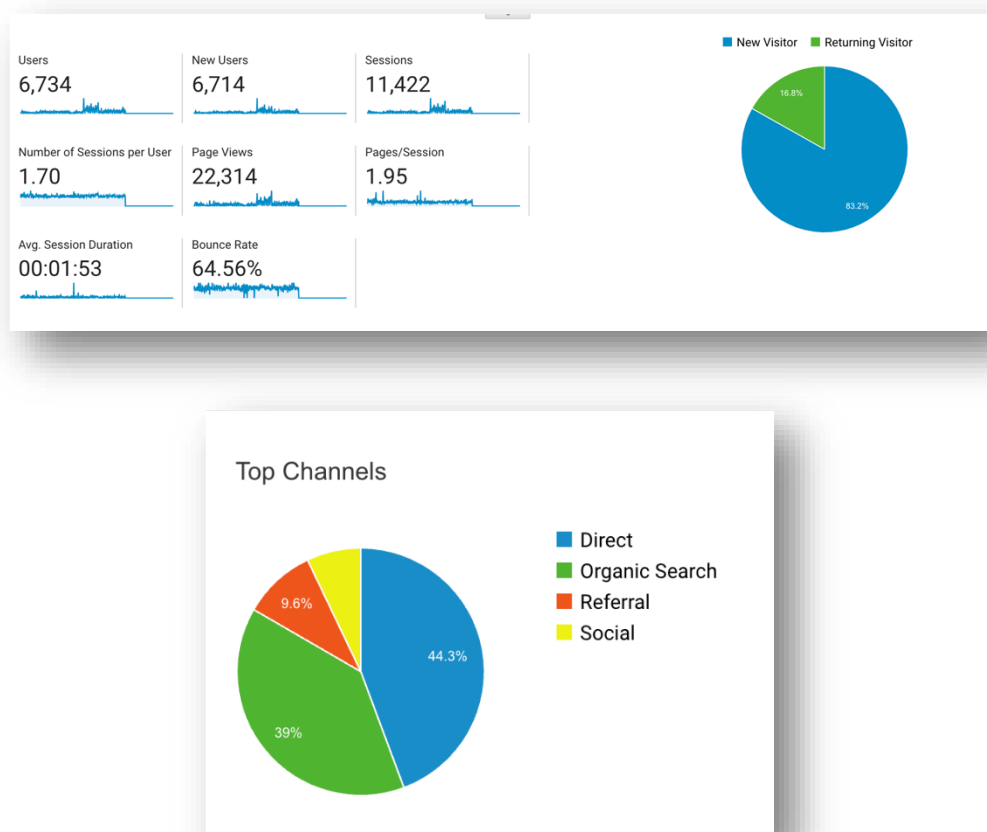


Figure 2: Analytics of AI4Copernicus website traffic (M19-M36)

According to the initial dissemination 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, thus WP7 Communications Lead partner has raised the KPIs number to 13.000 accesses (total). This number has been achieved, since AI4Copernicus website has a total of 17.644 accesses. The peak (216 visitors) was on 8 February 2023 when the new, 5th round of Open Calls was launched.

The average engagement time within the website is 1:53 minutes which is considered satisfactory, compared to the industry average. Referring to engagement we measure how much of our audience has interacted with our content, raised the size of the audience or used links to reach our website etc. Organic traffic via search engines (Google etc.) and social media campaigns 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 5th *Open Call info* page and the *Artificial Intelligence Ecosystem Forum* dedicated page.

Page	Page Views	Unique Page Views	Avg. Time on Page
	22,314 % of Total: 100.00% (22,314)	18,934 % of Total: 100.00% (18,934)	00:01:58 Avg for View: 00:01:58 (0.00%)
1. /	5,246 (23.51%)	4,250 (22.45%)	00:01:10
2. /5th-round-of-open-calls-now-open/	2,842 (12.74%)	2,472 (13.06%)	00:04:10
3. /open-call-info/	1,865 (8.36%)	1,545 (8.16%)	00:01:56
4. /organisation-ai-ecosystem-forum-2023-in-athens-gr/	1,039 (4.66%)	873 (4.61%)	00:05:14
5. /winning-projects-ai4copernicus-open-calls/	905 (4.06%)	750 (3.96%)	00:00:46
6. /vision-objectives/	520 (2.33%)	436 (2.30%)	00:01:46
7. /ai4copernicus-technical-webinar-for-5th-open-call-applicants-register-now/	499 (2.24%)	436 (2.30%)	00:04:05
8. /ict-49-projects/	493 (2.21%)	394 (2.08%)	00:01:40
9. /news-events/	454 (2.03%)	358 (1.89%)	00:00:58
10. /platforms/	429 (1.92%)	365 (1.93%)	00:02:22

Figure 3: Analytics of website page visits

3.3.2 Social Media Channels

The social media (SoMe) strategy that has been followed was outlined in Deliverable 7.4, page 19, and was amended as required according to project progress and the importance of scientific outcomes. The project has a LinkedIn page, a Twitter account and a Facebook page, a decision made based on partner SoMe usage and the stakeholders'/community's SoMe presence.

As indicated from analytics, LinkedIn brings the highest traffic on AI4Copernicus website, while Twitter follows.

Social Network	Sessions	% Sessions
1. LinkedIn	399	45.60%
2. Twitter	271	30.97%
3. Facebook	167	19.09%
4. YouTube	31	3.54%

Social Network	Sessions	Page Views	Avg. Session Duration
1. LinkedIn	399 (45.60%)	612 (34.65%)	00:01:00
2. Twitter	271 (30.97%)	626 (35.45%)	00:03:00
3. Facebook	167 (19.09%)	440 (24.92%)	00:03:41
4. YouTube	31 (3.54%)	78 (4.42%)	00:02:28

Figure 4: AI4Copernicus website Analytics regarding user acquisition

3.3.2.1 Twitter

The creation of a Twitter account was realised in January 2021 ([@AI4Copernicus](https://twitter.com/AI4Copernicus)) and has a rapidly increasing and interactive follower base with more than 760 followers.

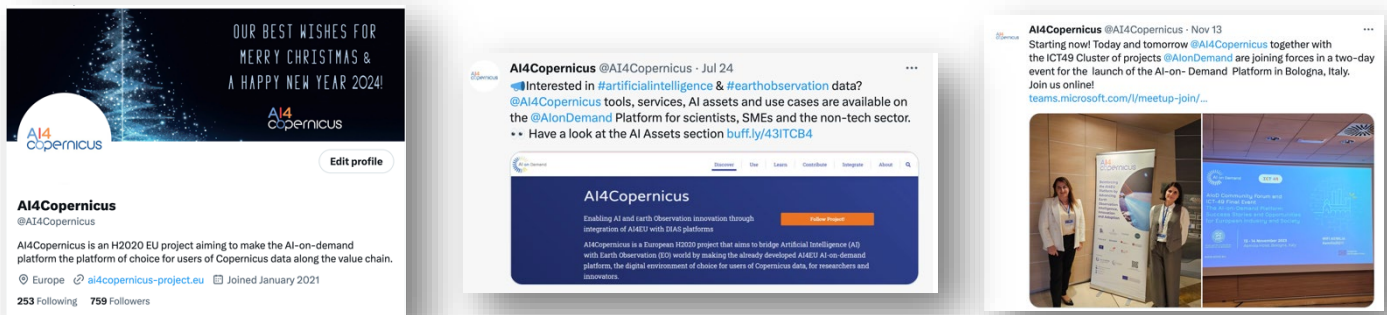


Figure 5: Twitter account

3.3.2.2 LinkedIn

Similarly, a LinkedIn page [@AI4Copernicus](https://www.linkedin.com/company/ai4copernicus/) has been created (<https://www.linkedin.com/company/ai4copernicus/>) with currently 630 followers.

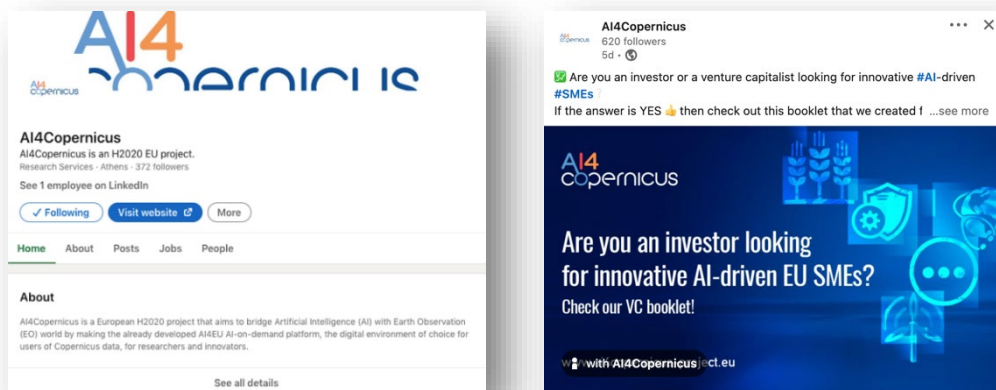


Figure 6: LinkedIn page

3.3.2.3 Facebook

A Facebook page was made available since February 2021

(<https://www.facebook.com/AI4Copernicus/>) with the corresponding handle **@AI4Copernicus** with 111 followers on the page.

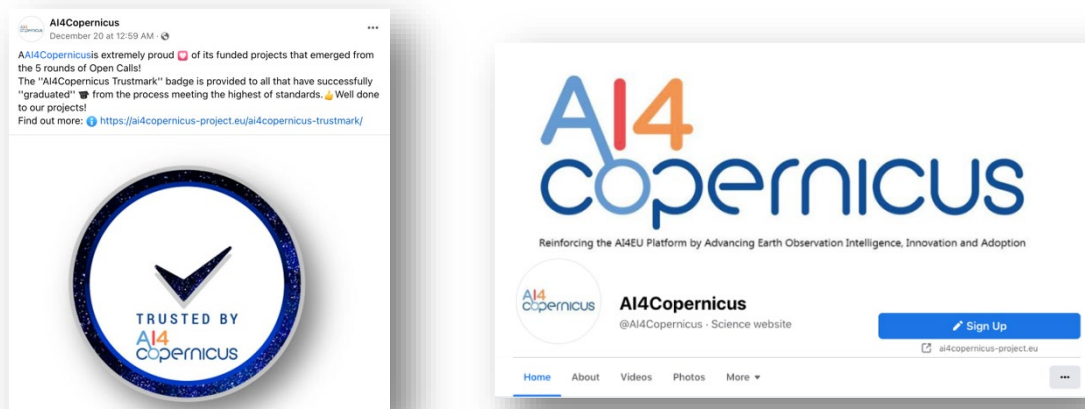


Figure 7: Facebook page

3.4 AI4Copernicus Branding

3.4.1 Promotional Material

The visual material of the project was created by a professional graphic designer to embed the project's brand identity across communications which are showcased in Deliverable 7.1, pp. 19-23 and Deliverable 7.4 pp. 21-23, including the logo, templates, virtual backgrounds and banners, Media kit, Newsletters etc. Additionally, a roll-up banner was created to be placed in physical events where partners participated and represented the AI4Copernicus project.

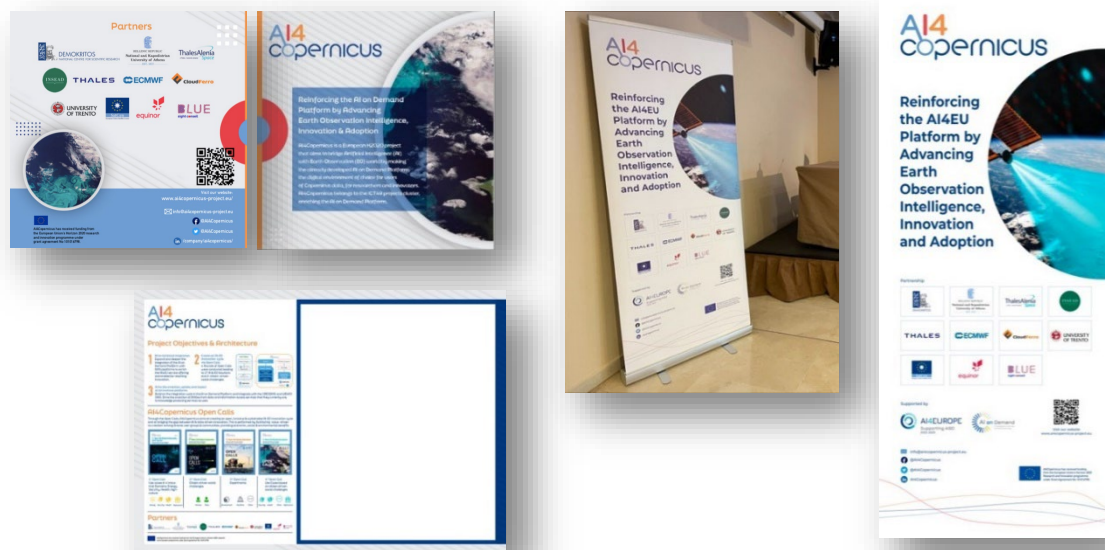


Figure 8: Project's Promotional Material

Newsletters are an important communication tool that help raise awareness and assists fulfilment of the dissemination plan. Additional to the two first Newsletters (newsletter #1: 173 subscribers in August 2021 informing about the 1st OC and the opening of the proposal submission platform; newsletter #2: 392 subscribers in May 2022 highlighting the project's progress), four more have been published: newsletter #3 (sent to 410 subscribers), newsletter #4 (sent to 438 subscribers), newsletter #5 and #6 (sent to 619 subscribers). These numbers show the dynamic of an increasing user database. All 6 Newsletters 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 the newsletters, with the most interest shown in the Open Calls and information about the project.

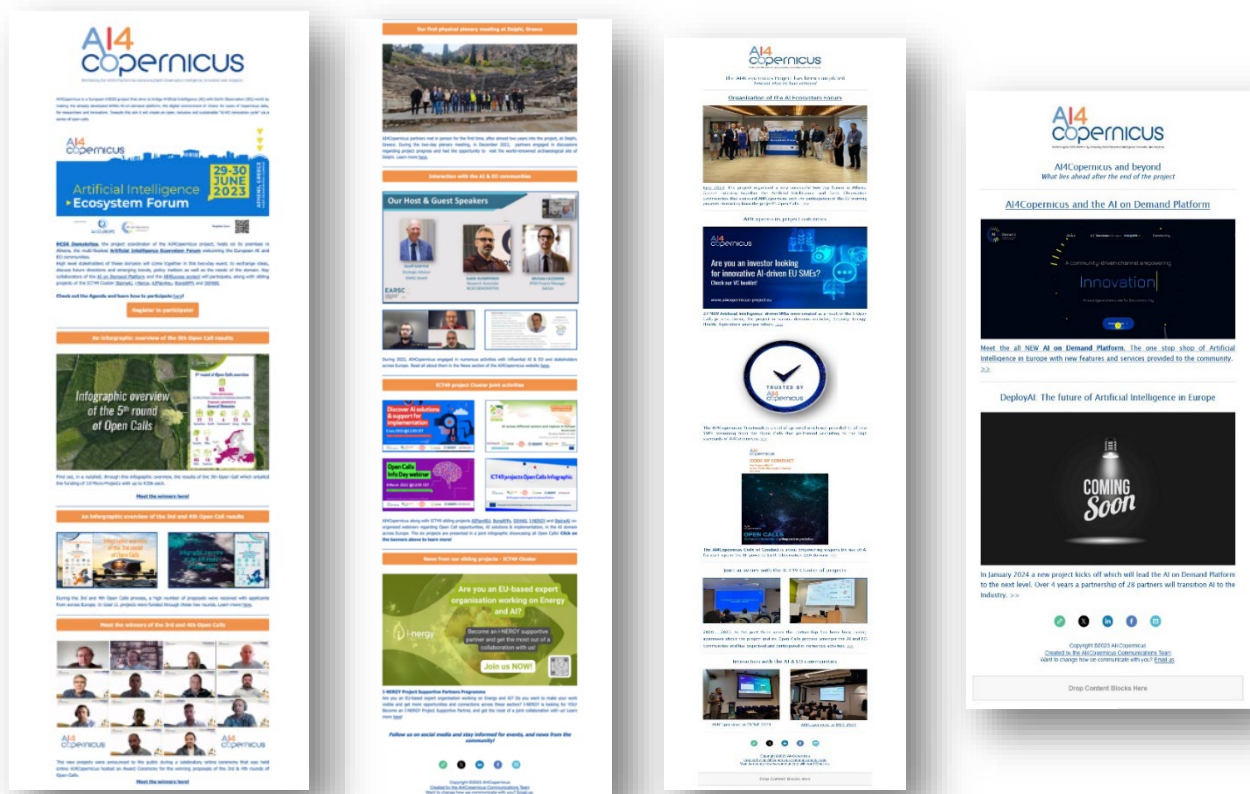


Figure 9: Latest AI4Copernicus Newsletters

Multimedia material such as videos (35 in total on the project playlist) have been produced and distributed, through the project website (subcategory *Videos*) and other broadcast platforms such as YouTube and SoMe, through the project's dedicated playlist:

https://www.youtube.com/playlist?list=PL18_rB75vx1PLORV953zUXOI3h8_eR1ww

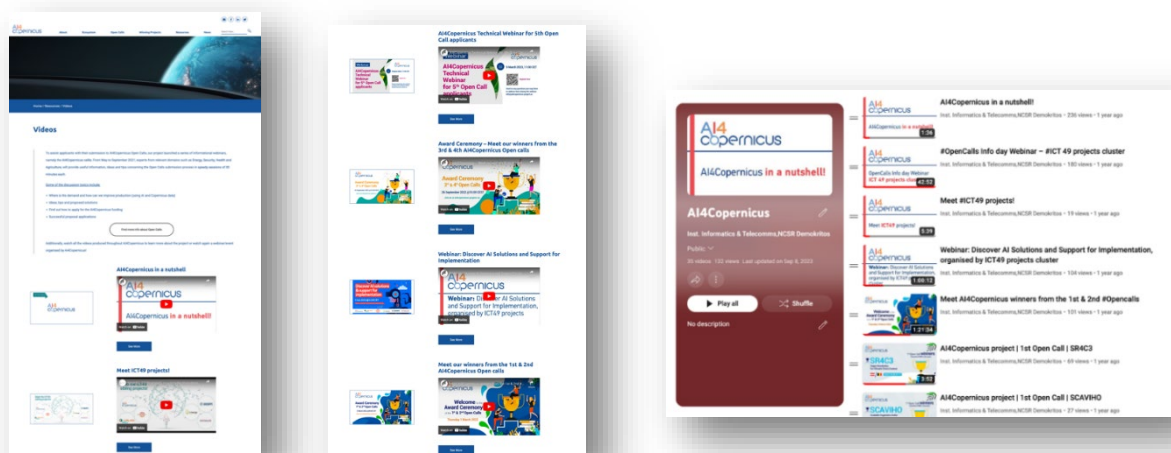


Figure 10: AI4Copernicus Videos subcategory on website & YouTube playlist

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 last 18 months (July 2022-December 2023), AI4Copernicus partners continued to participate and present in several virtual and physical events at European level. A total number of 13 more participations during the last 18 months (34 in total throughout the project) of AI4Copernicus in conferences, workshops, webinars and other events was achieved, which is an outstanding progress relating to the dissemination KPI set (>10 in total which have been raised to >30).

For every participation in workshops, conferences, webinars and other occasions, a news item was created on the AI4Copernicus website followed by posts on all AI4Copernicus SoMe channels, to inform wider audiences and promote AI4Copernicus activities further.

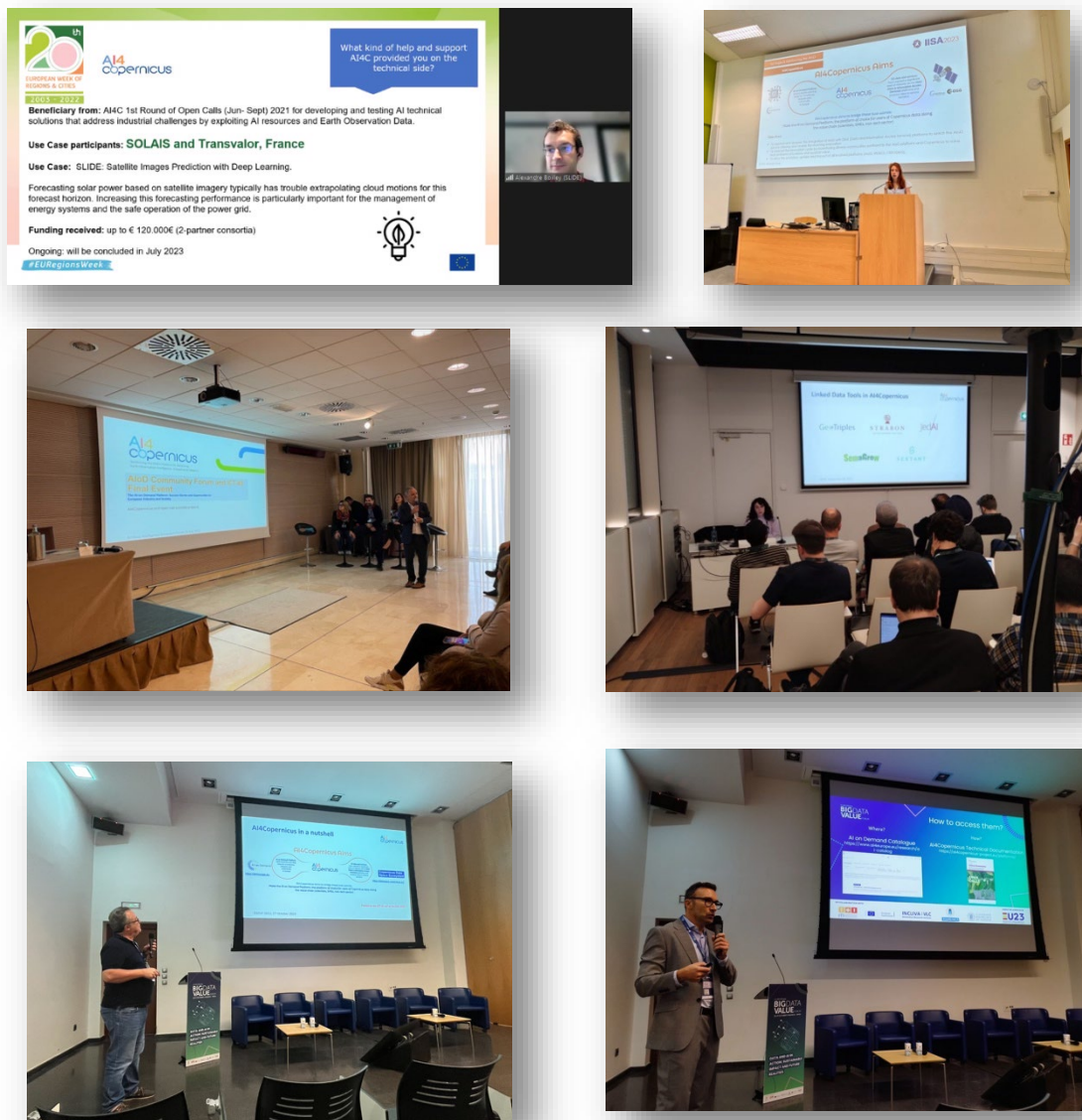


Figure 11: Participation in various events

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 approval by the EC.

3.5.2 Publications

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

During the last 18 months of the project, 11 scientific publications (14 in total) were produced thus the relevant dissemination KPI has been met (>10). In keeping with EC 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.

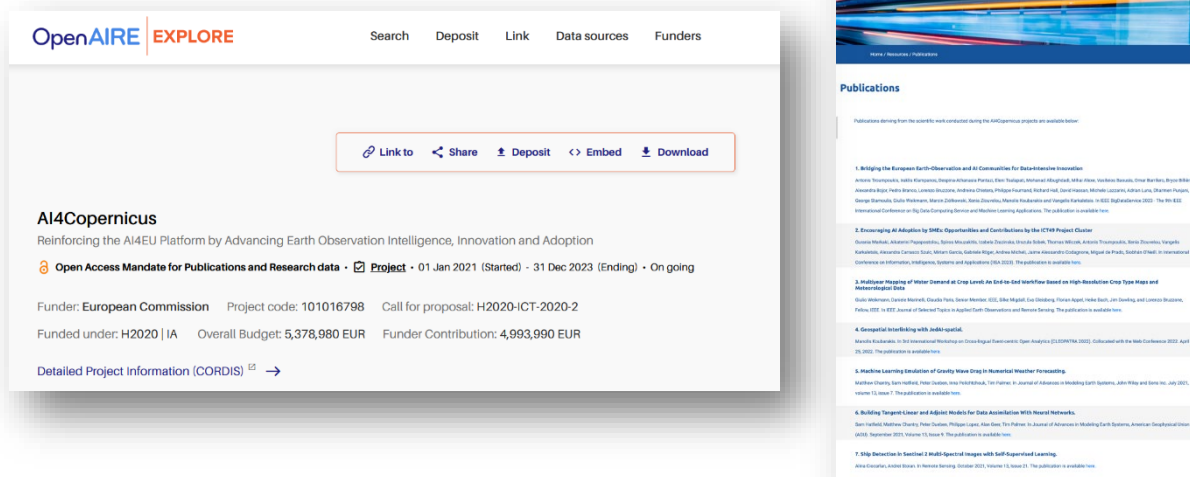


Figure 12: Project Publications

Additionally, to gain further visibility on the outcomes of the project, WP7 made dedicated visuals and social media posts promoting the Publications which derived from the scientific work conducted during the AI4Copernicus project.

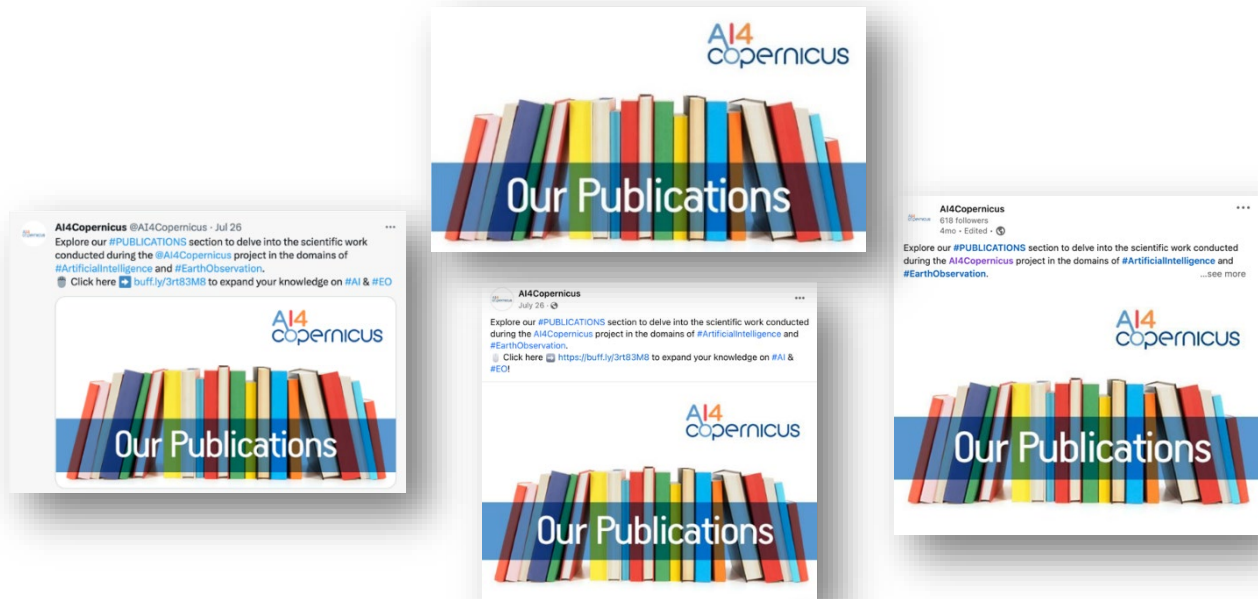


Figure 13: Promotional visuals and social media posts for Publications

3.6 Supporting WP6 Open Calls and other WPs with Communication Campaigns

In the context of disseminating results and outcomes of the AI4Copernicus project, WP7 has closely collaborated with and supported accordingly all WPs. An example is the promotion that was conducted in the frame of the technical work packages WP3 and WP4 where a survey that was generated about the EarthQA Engine was disseminated to audiences via mailing lists, the ICT49 Cluster, posted on SoMe and the project website (see Figure below) to attract responses and help progress the AI4Copernicus research. The result was increased responses to the survey which collected many questions, to be posed to a system like the Copernicus Open Access Hub, one of the five DIASes, or any other Earth Observation data portal, with the intention of discovering an EO dataset.

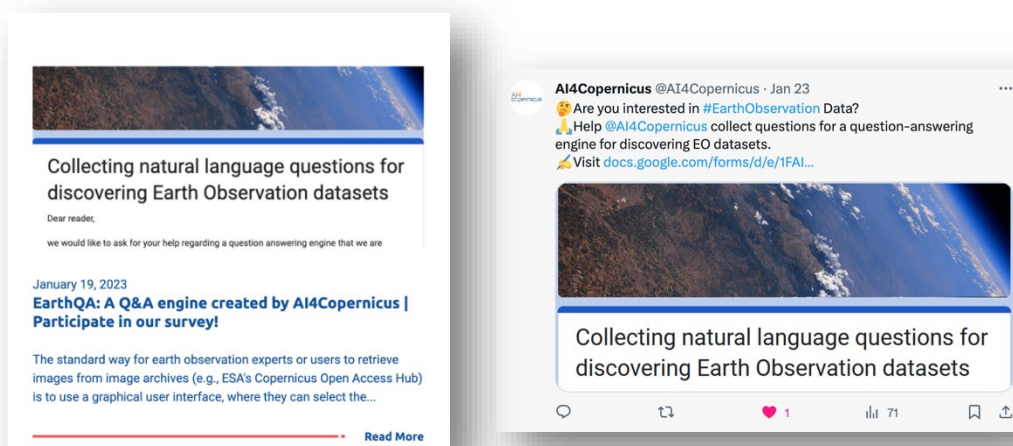


Figure 14: Promotion of survey for EarthQA Engine on website and social media

Additionally, acknowledging the importance of communicating externally the AI4Copernicus Open Calls, a distinct strategy was created by the WP7 Comms team (NCSR-D) for WP6 activities spanning the duration of the project which included numerous campaigns for raising awareness and to attract project proposal submissions. Therefore, there was an additional strategy that was created activities in parallel to the main dissemination and communication strategy of the project. During the first 18 months of the project, where the most rounds of the Open Calls took place (Open Call rounds 1 to 4), WP7 provided focused support through various dissemination and communication activities (an extensive analysis of the activities for rounds 1 to 4 are available in Deliverable 7.4, pp. 24-30).

An additional round of OCs (which was not initially envisaged in the DoA), the 5th Open Call for Micro-Projects, was decided to start in February 2023. Thus, WP7 in collaboration with WP6, started a new campaign to support this new round of Open Calls following the communication strategy which was outlined at the beginning of the project regarding the communication and dissemination of all Open Calls.

More specifically:

- The new round of Open Calls was included on the project website menu bar, the 'Open Calls' section providing a brief description of the OCs procedure (OC info page), and a dedicated sub-section, providing detailed information regarding this new round. Furthermore, a news item in the 'News' section was added, announcing the opening of the 5th OC, and providing the respective information to interested applicants.
- Regarding social media publicity, and for every phase of the OC, respective visuals were created to follow announcements with corresponding posts being published on all social media accounts of the project (Twitter, LinkedIn, Facebook) to engage the audiences more effectively.

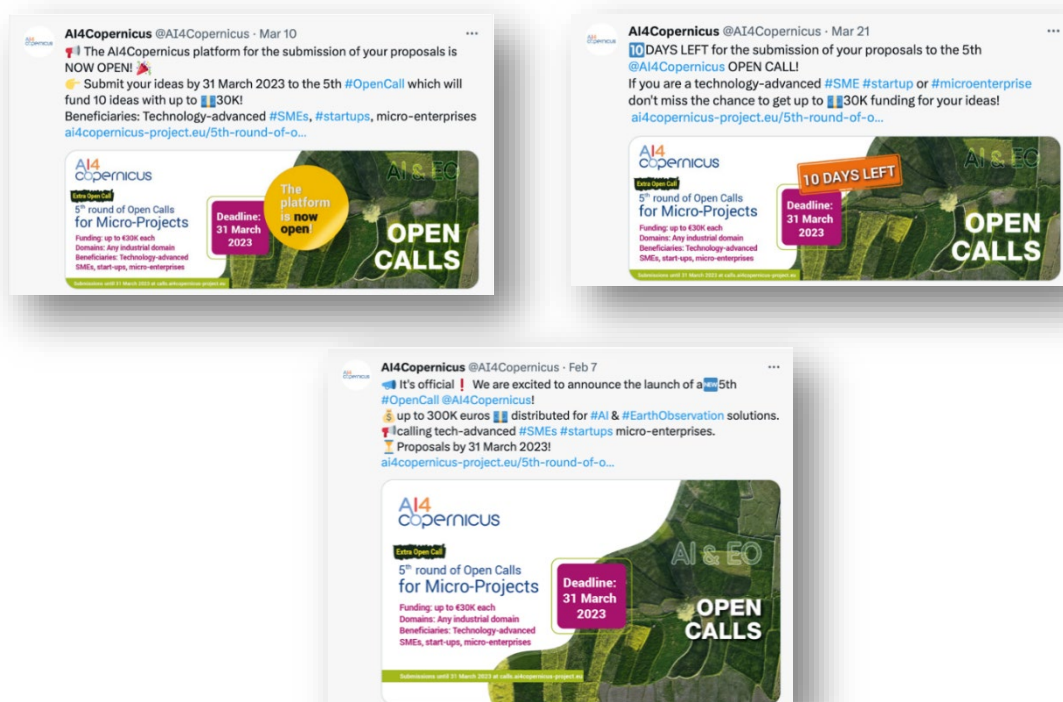


Figure 15: Social Media posts promoting the 5th Open Call

- (c) In the timeframe that the 5th OC was ongoing, a new dissemination and communication campaign has been rolled out to reach target audiences. A communication toolkit was prepared (<https://ai4copernicus-project.eu/media-kit>) to help the partners and the Ecosystem to disseminate the OC information to their networks and reach a wider audience of interested parties.

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

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

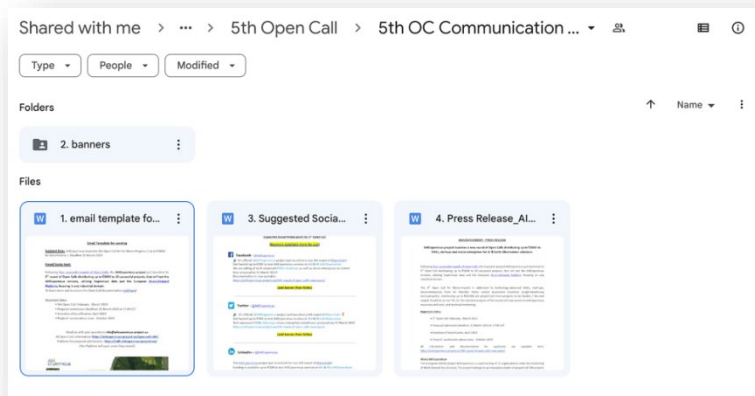


Figure 16: 5th Open Call communication toolkit

- (d) In collaboration with WP6, a Technical Webinar for the 5th Open Call applicants was organised to help interested parties learn more about the 5th Open Call and raise questions to the experts, while the respective visual material and content were created to support this activity. The community mailing list that AI4Copernicus has built up was used to inform about the webinar and the session was recorded and made available in video, under the [section 'Resources'](#), as well as on the AI4Copernicus dedicated YouTube playlist.



Figure 17: Visuals & SoMe posts for 5th Open Call Technical Webinar

- (e) Creation of templates for the OC's Annexes with coherent visual identity.

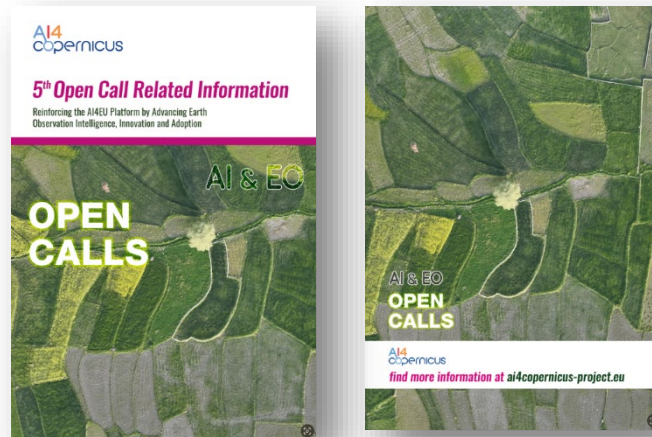


Figure 18: Open Call Templates for Annexes

- (f) As with the previous Open Calls, at the end of the 5th round, the respective infographic was created providing an overview of the submitted proposals characteristics. The material was disseminated accordingly, through the AI4Copernicus website, newsletters, mailing lists and SoMe channels.



Figure 19: 5th Open Call infographic and Online Promotion

- (g) AI4Copernicus places emphasis not only on the creation but also on the sustainability of innovative data-driven AI solutions and services that will create socio-economic value. Towards this end, we have created the AI4Copernicus trustmark which was assigned to the projects that successfully met the high standards of the Open Calls process, to further support during the commercialisation process. In that context, WP7 created the personalised visual trustmarks for each project that has gained it. A [dedicated subpage](#) (under the *Winning Projects* menu category) was also created on the AI4Copernicus website.



Figure 20: The AI4Copernicus Trustmark for projects and SoMe campaign

Additionally, under the subpage AI4Copernicus Trustmark, another subcategory has been created to include the *AI4Copernicus AI Code of Conduct* (<https://ai4copernicus-project.eu/ai-code-of-conduct/>; see Deliverable 6.5), a tailored Code of Conduct for Responsible AI in EO underscores our commitment to ethical innovation by emphasising in data integrity, environmental sustainability and societal well-being, aligning with the very core of European values and empowering start-ups to grow within this framework. This was shared on SoMe to act as a blueprint for interested entities.

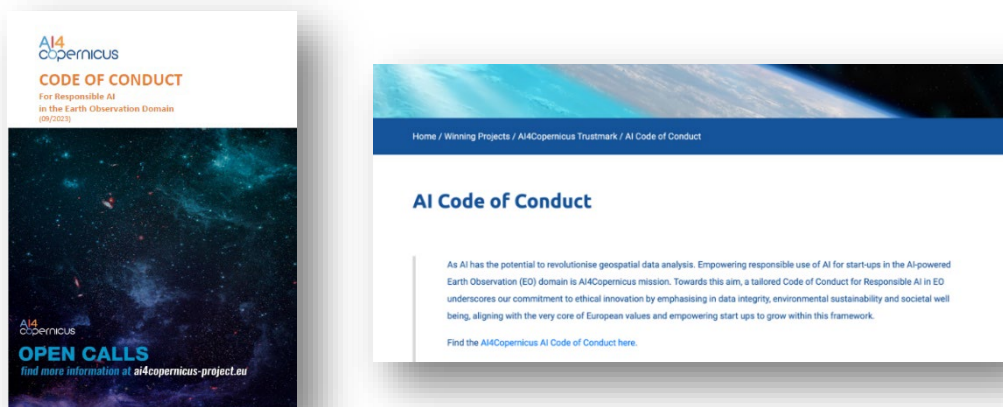


Figure 21: The AI4Copernicus AI Code of Conduct on the project website

During the last 18 months of the project, and in the context of the 3rd & 4th rounds of Open Calls, a celebratory Award Ceremony (the second during the project) was organised and was held online on the 26th of September 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. 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 and on the YouTube dedicated playlist.

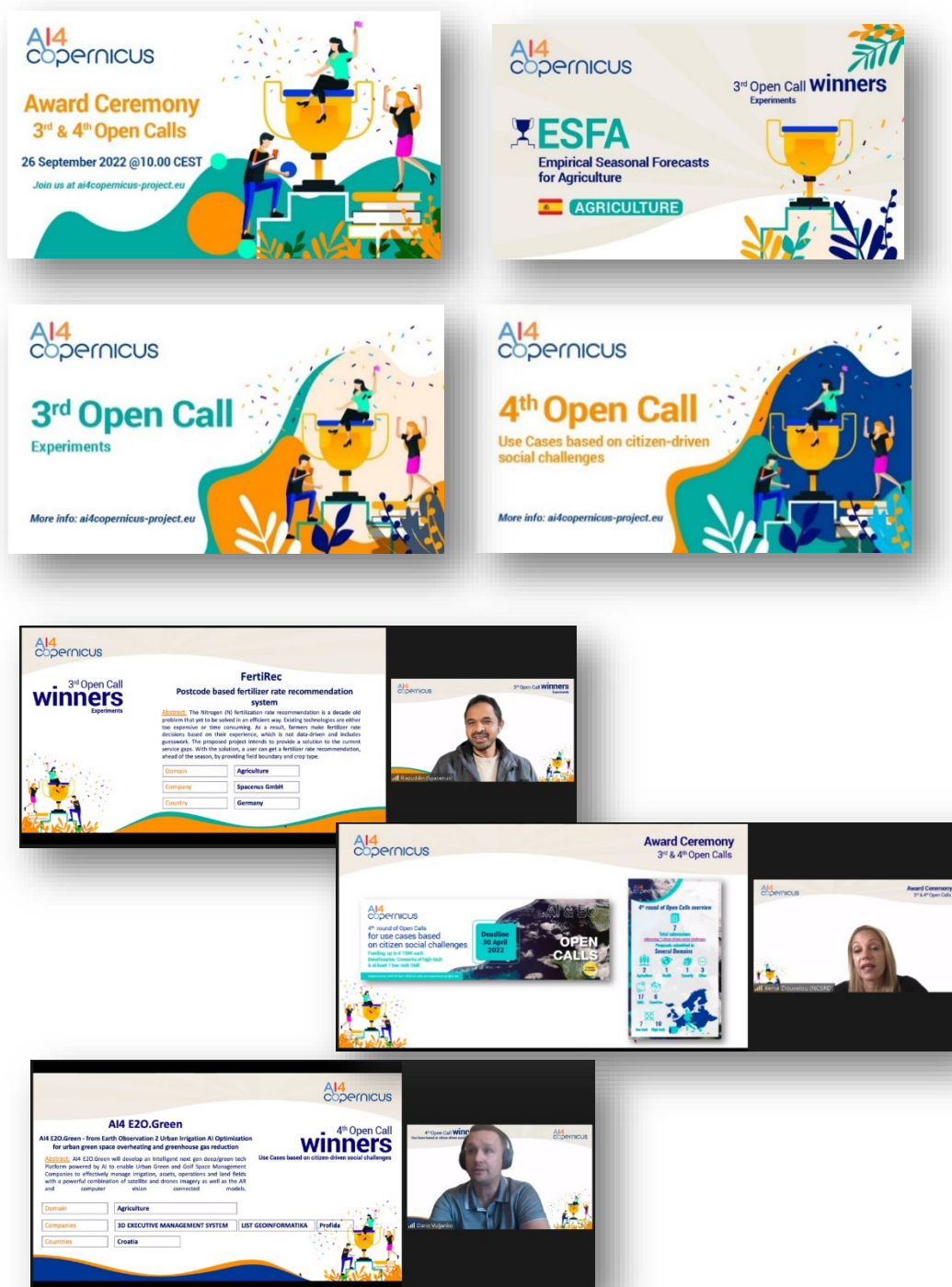


Figure 22: Visuals and videos produced for the OCs Award Ceremony

To further engage with followers on SoMe, WP7 Communications Lead has created a weekly social media campaign titled ‘Meet the winners’ (started December 2022) which aimed not only to attract attention to our work but to also promote further the projects which resulted from the OCs. To highlight this section of the project, all the created material was included in [the section ‘Winning Projects’](#) on the website. A dedicated page for each idea has been created, which hosts a brief interview with the representatives, a short video presenting their ideas and a description of the funded project.



Figure 23: Meet the Winners page on AI4COPERNICUS website

In any given opportunity, WP7 tried to further support the winning projects which resulted from the Open Calls, by resharing corresponding posts through the project’s SoMe channels or by creating the corresponding news items on AI4COPERNICUS website.

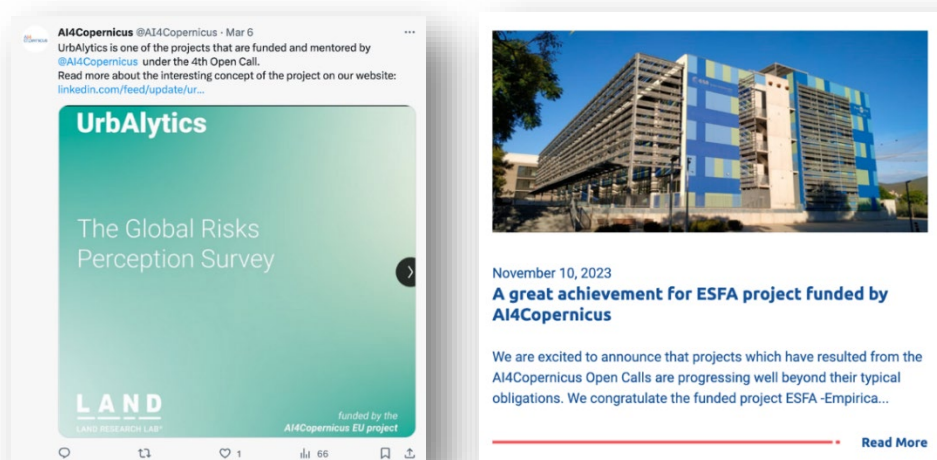


Figure 24: Resharing on SOME in support of the AI4COPERNICUS projects

Furthermore, to better promote the OC projects on our website, WP7 has created a new subsection (under the Winning Projects menu category) titled [AI4Copernicus Winners in a snapshot](#) where interested parties can find all related information by domain.

Lastly but most importantly, in the context of the Artificial Intelligence Ecosystem Forum 2023 (more details in section 3.7 *Collaboration with the AI & EO Ecosystem*), which took place on 29 - 30 June 2023, in Athens, Greece, the winning projects had a dedicated Speed Pitching Session where the 27 projects (resulting from all 5 rounds of Open Calls) presented their winning ideas in two minutes to numerous representatives of the AI community which participated onsite.



Figure 25: Artificial Intelligence Ecosystem Forum 2023, Speed Pitching Session

To meet the two-minute timeframe, with a focused and coherent presentation of their ideas, a ppt template was created and provided to presenters. In the session that followed, titled *Project Demonstration & Networking Session*, the projects had the opportunity to elaborate further on their ideas, to demonstrate their services and network with interested parties.

AI Ecosystem Forum		
Project Name Logo Company(ies): Country(ies): Industry: Vision: To be ... [how you intend to impact society, bring change (more abstract)] Mission: To provide ... [align with your business goals in a concrete manner (concrete)] Values: Excellence, innovation, responsibility, ...	Problem [Brief discussion of the challenge/problem addressed]	Solution [Brief discussion of your AI solution]
AI Service(s) [Brief discussion of your AI Service offering]	Innovative Aspects [List your novelties]	
Target Market(s) [Briefly state your target market(s) (domain(s)) and geographical focus]	Competitors	
Business Model [Brief discussion of your business model (B2C, B2B, B2B2C, etc)]	Targets [Business targets for the next 3-5 years]	
Achievements: • AI4Copernicus Open Call Winner # • [Other]	Contact us! Mail: _____ Website: _____	

Figure 26: Speed Pitching Session, templates

In collaboration with WP6, a booklet was created for Venture Capitalists (VCs), divided by domain, providing brief and basic information regarding every OC project. The booklet is available on the AI4Copernicus website under the *Info for VCs* menu category, which has been created lately to depict the current stage of the project, to highlight the projects and contribute to the sustainability of the

AI4Copernicus Project. Another SoMe campaign was launched to promote this activity and inform interested parties regarding the Open Calls projects.



Figure 27: Info Booklet for VCs available on website



Figure 28: Domain-related visuals for booklets

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 right from the start of the project. During the last 18 months of the project, AI4Copernicus was invited to participate in various events organised by leading stakeholders. Some of the events are showcased in this section, an exhaustive depiction of participations is available on the project website under the *News* category.

AI4Copernicus has been invited to participate with a presentation in the [SnapEarth Final Conference](#), on Monday 28 November 2022. SnapEarth is a project included in the Copernicus Ecosystem, with which AI4Copernicus has interacted with. More specifically, Iraklis Klampanos, of coordinator NCSR Demokritos, presented AI4Copernicus' objectives and approach, while he mentioned the collaboration of the ICT49 cluster of projects as one of the primary activities of AI4Copernicus.

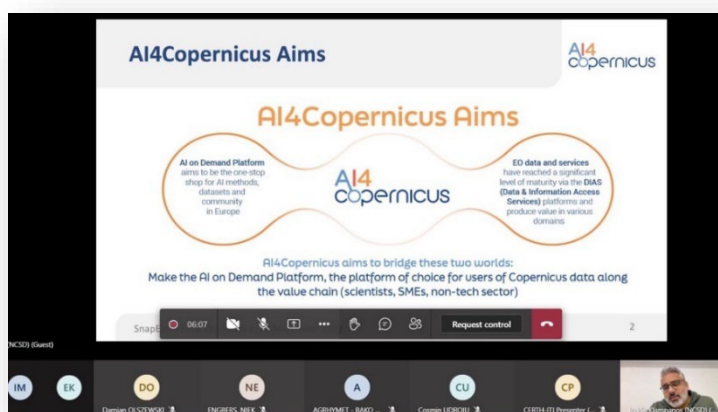


Figure 29: Iraklis Klampanos, NCSR Demokritos at SnapEarth Final Conference, Online

A milestone for the collaboration with the community was reached with the organisation of the [Artificial Intelligence Ecosystem Forum 2023](#) on 29 and 30 June 2023, in Athens, Greece at coordinator NCSR Demokritos premises. The Artificial Intelligence and Earth Observation communities surrounding the AI-on-Demand Platform gathered during the two-day event, that was organised by the AI4Copernicus project and supported by AI4Europe and the AI-on-Demand Platform. The aim of the event was to bring the stakeholders together, to exchange ideas and discuss the domains' future direction and emerging trends, policy and the needs of the market. The audience consisted of European Commission representatives, policy makers, leading stakeholders, as well as the research community including numerous European projects and the 27 projects stemming from the OCs of AI4Copernicus.

On Thursday 29 June 2023, the day started with a welcome note from the European Commission Project Officer, Miguel Angel Rubio Escudero, and the presentation of the project's coordinator, Vangelis Karkaletsis of NCSR Demokritos. A fruitful panel discussion followed with the participation of Pierre Philippe Mathieu, Head of the Φ -lab Explore Office at the European Space Agency, Monika

Krzyżanowska of CloudFerro and Geoff Sawyer, European Association of Remote Sensing Companies. The discussion was moderated by Vasileios Baousis, ECMWF, while participants elaborated on the emerging trends and needs of the market.

The 27 winning projects, which resulted from the five rounds of the AI4Copernicus Open Calls played a pivotal role in the event, with a dedicated Speed Pitching Session, while the ICT49 Cluster also had a dedicated session during the first day, presenting the current status and future steps of their projects. The first day ended with a session titled *Trustworthy AI in the AI-on-Demand Platform: Current & Future Perspectives*, by Sara Mancini, DIH4AI, ICT49 Trustworthy AI WG members and Roberta Calegari, of TAILOR & AI4Europe projects. The second day of the event was dedicated to the AI4Europe project and the AI-on-Demand Platform with a hands-on session.



Figure 30: Artificial Intelligence Ecosystem Forum 2023, Athens, Greece

In the frame of the AI Ecosystem Forum three World Cafés took place as a satellite activity, internally between the 27 projects which were funded by AI4Copernicus and the partnership, to define service requirements and exploitation opportunities of the provided services and the AI-on-Demand Platform. The activity was also promoted on SoMe and was communicated further by the community.





Figure 31: World Cafés session with OC projects during AI Ecosystem Forum, Greece

Additionally, partner SatCen participated in the *International Geoscience and Remote Sensing Symposium (IGARSS 2023)* that took place between 16 - 21 July 2023 in Pasadena, California (USA). More specifically, Sergio Albani participated in the event with a paper titled *Integration of EO and Ancillary Data for Climate security scenario: the SAHEL case study*, on Thursday 20 July 2023, where AI4Copernicus was presented.



Figure 32: Sergio Albani, SatCen at IGARSS 2023, USA

Continuing the interaction with the community, the partnership participated at the [European Big Data Value Forum - EBDVF 2023](#) which took place between 25-27 October 2023 in Valencia, Spain. AI4Copernicus was represented by partners, Manolis Koubarakis, UoA and Michele Lazarrini, SatCen, on Friday 27 October 2023, with a dedicated session titled *Bringing Copernicus data to the AI-on-Demand Platform*, while the AI4Europe project also participated in this session represented by Denia Kanellopoulou, NCSR-D.

More specifically, the session presented the results of the AI4Copernicus project, which aims to bridge the European Artificial Intelligence and Earth Observation ecosystems by making the AI-on-Demand Platform, the digital environment of choice for users of Copernicus data.



Figure 33: AI4Copernicus at EBDVF 2023, Spain

Furthermore, engaging with the Earth Observation community, AI4Copernicus organised a [half-day tutorial titled AI4Copernicus tools and methods for bridging AI and EO](#) in the [Big Data from Space 2023 – BIDS](#) conference, held from 6 to 9 November 2023, in Vienna, Austria. The tutorial was delivered on Monday 6 November 2023, in the context of the [Satellite Events](#) of the conference, and was presented onsite by AI4Copernicus partners: Antonis Troumpoukis (NCSR-D), Iraklis Klampanos (NCSR-D), Despina-Athanasia Pantazi (UoA), Omar Barrilero (SatCen), Giulio Weikmann (UNITN), Mohanad Albughdadi (ECMWF) and Vasileios Baousis (ECMWF).



Figure 34: AI4Copernicus tutorial at BIDS 2023, Austria

3.8 Collaboration with the ICT49 Cluster of Sibling Projects & Communication Campaigns

From the start of the ICT49 collaboration, the AI4Copernicus project has had a leading role in organising and assisting the joint communication activities of the cluster. In collaboration with the siblings of the cluster, [StairwAI](#), [i-Nergy](#), [AIPlan4eu](#), [BonsAPPs](#) and [DIH4AI](#), a joint communication strategy has been discussed, with AI4Copernicus being responsible for the creation of the branded

visual materials for all projects as well as for providing the technical support of the co-organised webinars.

The ICT49 Cluster, held frequent Communications team meetings to discuss activities such as organisation of joint webinars, publications projects' progress and information regarding OC opportunities, amongst others. Additionally, a Technical Governance Board with ICT49 and AI4EU was put in place which also fed activities to be communicated further (as reported in *Deliverable 3.2: AI4Copernicus & the European AI & Copernicus ecosystems report*).

The creation of a common branding and SoMe campaigns to introduce the ICT49 projects was initiated by AI4Copernicus, who led the activity by creating visuals, instigating the creation of an introductory video for ICT49, and the *Meet ICT49 projects* campaign amongst other activities.

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 SoMe. Furthermore, AI4Copernicus is sharing ICT49 news/updates, on its social media channels and through dedicated news items posted on the AI4Copernicus website, and through two dedicated sections on the AI4Copernicus Newsletter, *ICT49 cluster joint activities* and *News from our sibling projects – ICT49 Cluster*.

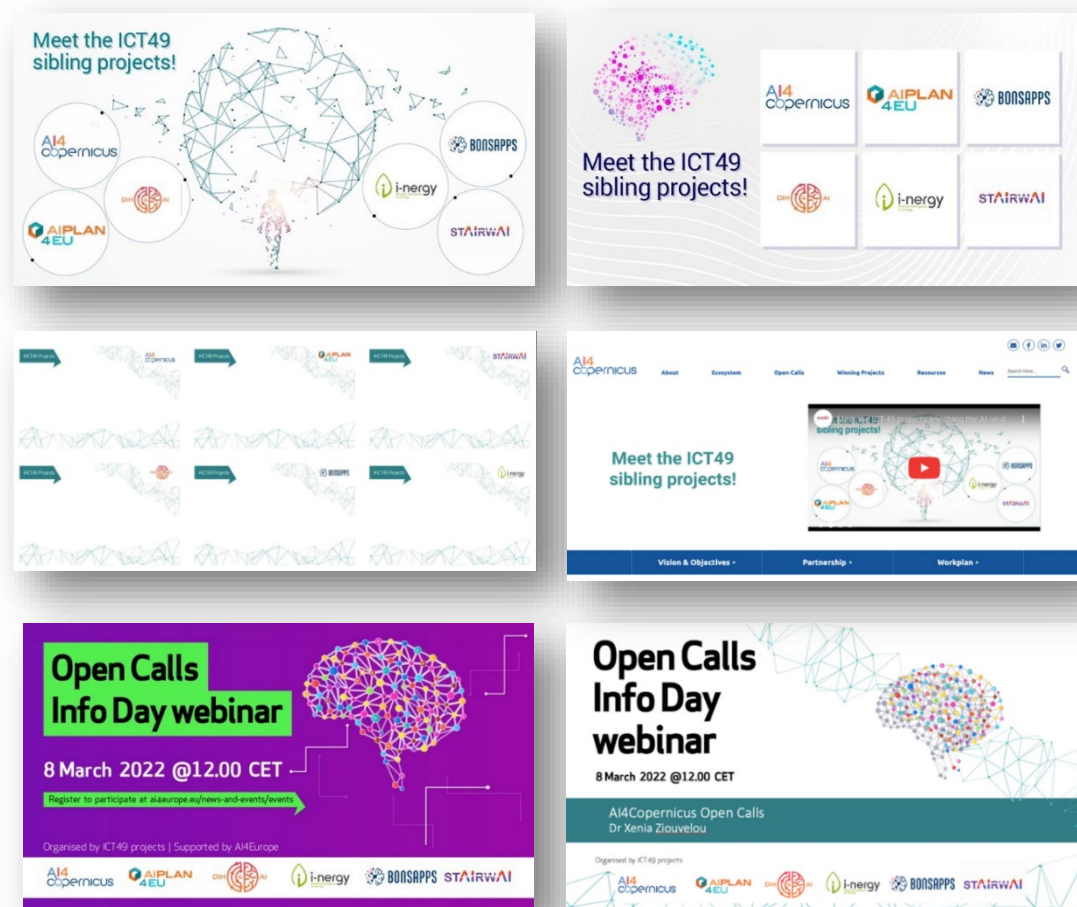


Figure 35: Creating branded material for ICT49 Communication Campaigns

An extensive analysis on the joint communication activities for the first 18 months of the project, can be found in Deliverable 7.4, pp. 33-35.

For the last 18 months, the ICT49 cluster continued its active collaboration. The ICT49 projects - BonsAPPs, StairwAI, I-Nergy, DIH4AI, AIPlan4EU, AI4Copernicus - joined forces and realised a world cafe around AI. The session titled [AI across different sectors and regions in Europe - World Café](#) was held online on 13 October 2022, in the context of the biggest annual Brussels-based event dedicated to cohesion policy, [EU Regions Week 2022](#). During the webinar there was discussion about the challenges and solutions in AI solutions development and adoption, available funding and support in AI and the Digital Innovation Hubs' role in AI ecosystem. The session counted with the participation of cascade funding experts, AI Experts and researchers under a common agenda.



Figure 36: EU Regions Week 2022 participation

In the context of the ICT49 common visual identity, AI4Copernicus created a joint infographic which is a snapshot of ICT49 projects results, and includes the funding distributed to beneficiaries through the Open Calls process across projects.



Figure 37: ICT49 cluster joint infographic visuals

Furthermore, AI4Copernicus together with the ICT49 cluster of projects created a joint paper titled *Encouraging AI Adoption by SMEs: Opportunities and Contributions by the ICT49 Project Cluster*. This joint effort focused on the research design of the six ICT49 projects, namely AI4Copernicus, AIPlan4EU, BonsAPPs, DIH4AI, I-Nergy and StairwAI, as well as the outcomes and lessons learnt in the context of the Open Calls run by them, as the result of collaboration via the ICT49 Cluster Working Groups. The authors of the paper are Ourania Markaki, Aikaterini Papapostolou, Spiros Mouzakitis, Izabela Zrazinska, Urszula Sobek, Thomas Wilczek, Antonis Troumpoukis, Xenia Ziouvelou, Vangelis Karkaletsis, Alexandra Carrasco Szulc, Miriam Garcia, Gabriele Röger, Andrea Micheli, Jaime Alessandro Codagnone, Miguel de Prado, Siobhán O'Neill. The paper was also presented by the Institute of Communication and Computer Systems of the School of Electrical and Computer Engineering (ECE) of the National Technical University of Athens (NTUA), which is the coordinator of the sibling project, I-Nergy in the [International Conference on Information, Intelligence, Systems and Applications \(IISA 2023\)](#), that took place at the University of Thessaly in Volos, Greece, between 10-12 July 2023.



Figure 38: Joint publication and IISA 2023 participation, Greece

The final two main activities that were realised during the last 18 months of the project with the ICT49 cluster, are the [Artificial Intelligence Ecosystem Forum 2023](#), in Greece, and the [The AI-on-Demand Platform: Success Stories and Opportunities for European Industry and Society](#), in Italy.

The Artificial Intelligence Ecosystem Forum 2023 took place on 29-30 June 2023 in Athens, Greece, where the ICT49 cluster of projects had a dedicated session during the first day of the event, with all the ICT49 projects coordinators presenting the status and future steps of the projects.



Figure 39: ICT49 projects at the AI Ecosystem Forum 2023, Greece

After three years of excellent collaboration amongst the ICT49 Cluster of projects, and as the sibling projects close at the end of this year, the opportunity has arisen for one last time to collaborate and present the final results of all projects in Bologna, Italy along with the AI-on-Demand (AIoD) in the event titled the *AI-on-Demand Platform: Success Stories and Opportunities for European Industry and Society*, on 13-14 November 2023. The event showcased the achievements and success stories of the ICT49 projects and the winning projects that resulted from their open calls, focusing on their impactful contributions to the advancement of SMEs.

Regarding AI4Copernicus contribution to this event, Iraklis Klampanos and Xenia Ziouvelou, of coordinator NCSR, presented the AI4Copernicus outcomes and Open Calls results as well as the lessons learnt from the OC process. Philippe Fournand, of partner Blue-Sight, gave an overview of the results in the dedicated *World Cafés* session with the projects resulting from the Open Calls in Athens (June 2023).



Figure 40: ICT49 projects at the AI-on-Demand Community Forum 2023, Bologna, Italy

3.9 Collaboration with AI4EU/AI4Europe

AI4Copernicus has had extensive collaboration with the AI4EU project (currently AI4Europe) in many levels, communication and dissemination being one of them. On the AI4Copernicus website, AI4EU/AI4Europe holds a [dedicated page under the 'Ecosystem' category](#), providing information regarding AI4EU/AI4Europe with corresponding links to resources.

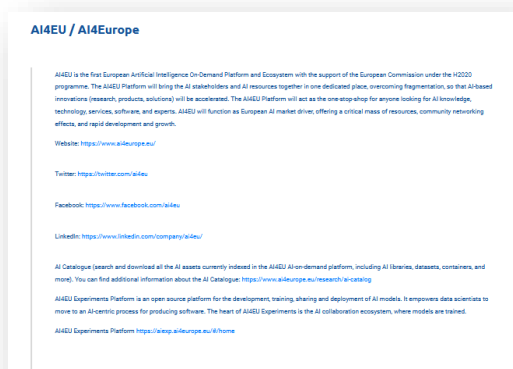


Figure 41: Dedicated AI4EU section on AI4Copernicus website

The collaboration in communication activities with AI4EU started early in the project and continued during the whole duration of the project. In the context of the collaboration between the ICT49 and the AloD Platform (AloDP), AI4Copernicus -together with the sibling projects- and the AI4Europe project, co-organised the *AI-on-Demand Platform: Success Stories and Opportunities for European Industry and Society* that took place on 13-14 November 2023, in Bologna, Italy. The forum aimed to explore crucial facets of the AloDP and participants were involved in discussions surrounding the EU Strategy and Legislation, promising opportunities for SMEs, and the vital role of Digital Innovation Hubs within the AI Ecosystem.

Furthermore, as mentioned above, AI4Copernicus organised the Artificial Intelligence Ecosystem Forum, where the AI4Europe project (the second day was exclusively dedicated to the project and the AloDP) was introduced by the coordinator UCC represented by Gabriel Gonzalez-Castañé and concluded by a hands-on session on AloDP focused on the API, Information service, Reproducibility and Practitioners' portal.



Figure 42: AI4Europe project at the AI Ecosystem Forum 2023

AI4Copernicus also has an extensive presence on the AIoDP, 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>). During the last 18 months of the project, WP7 kept enhancing the AIoDP with case studies, AI Assets and the Open Calls Projects' profiles.

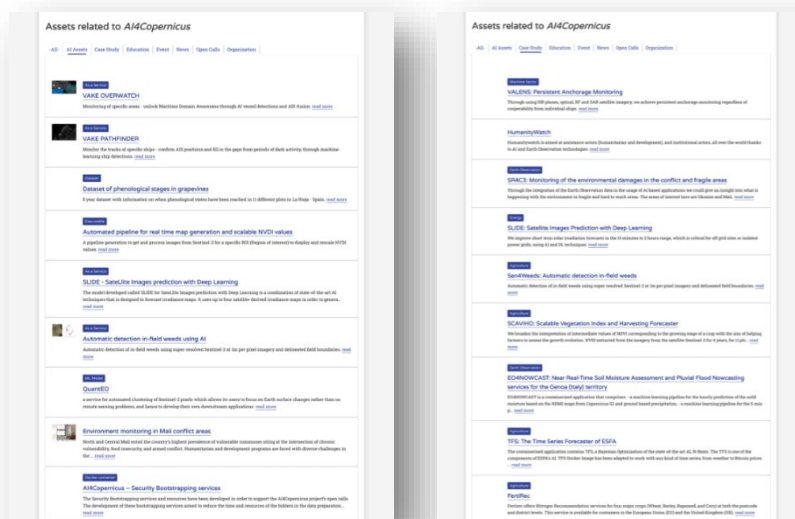


Figure 43: AI4Copernicus contribution to the AIoDP

Lastly, AI4Copernicus dedicated its final newsletter #6 to the AIoDP, highlighting the AI4Copernicus contribution to the platform, as well as AIoD new website and interface, aiming at exploiting the community that has been built up during the AI4Copernicus project. Newsletter #6 has been sent to 619 subscribers.



Figure 44: AI4Copernicus dedicated to AIoDP newsletter

4 Conclusions

The AI4Copernicus project has concluded its 3-year long journey with remarkable success, having achieved outstanding results in disseminating its impactful findings and engaging with the AI and EO communities. The project's well-structured communication strategy, coupled with the concerted efforts of all partners, has led to a significant amplification of its impact.

Throughout its lifetime, AI4Copernicus actively engaged with numerous projects and initiatives, reaching out to a broad audience of potential beneficiaries. The project's strategic partnerships and active engagement with the wider communities of the ICT49 Cluster and the AI4Europe/AI on Demand Platform have solidified its legacy and have ensured its contributions will continue to benefit the field.

The project's services have all gathered significant attention and are poised to continue making valuable contributions to the AI and EO landscape.

This remarkable achievement demonstrates the project's dedication to sharing its findings and fostering a vibrant AI and EO community standing as a testament to the power of collaboration and effective communication. The project's legacy will undoubtedly continue to inspire and empower those working to harness the potential of these technologies to address global challenges.