Eiffel
GEOSS APPLICATIONS FOR CLIMATE CHANGE

REVEALING THE ROLE OF GEOSS AS THE DEFAULT DIGITAL PORTAL FOR BUILDING CLIMATE CHANGE ADAPTATION & MITIGATION APPLICATIONS

D8.3 Mid-term report on Communication and Dissemination Activities

Version 1.0
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Executive Summary

This document reports the EIFFEL Communication and Dissemination actions carried out in the first 18 months of project implementation in line with the Communication & Dissemination Strategy and Action Plan of EIFFEL (deliverable D8.2). The main objective of this deliverable is to highlight how the impact of the EIFFEL project was maximized through the communication, dissemination and engagement activities.

Taking into account the communication targets presented in D8.2, and the key messages aimed at them, EIFFEL implemented a Communication Action Plan with communication tools developed and tailored, taking into account the main objectives of the project and specificities of each pilot.

A variety of communication material was produced in order to promote and communicate the EIFFEL news and events.

During the first trimester of the project a cutting-edge website was launched to offer a wide and more specialized range of information on project activities.

Finally, social media have been used to promote all website content, e-news, meetings, workshops, events and interactions with stakeholders.

During the reporting period, Task 8.1 (WP8) developed a coherent strategy and action plan for communication, created a set of high-impact, targeted promotional and communication materials and carried out a series of communication actions while actively pursued the wider stakeholder engagement around the five EIFFEL Communities of Practice, within and beyond the space/scientific community.

Also, taking into consideration the project's Dissemination Strategy goals, EIFFEL during this first period (18months) had a greater response to Research, Institutional and Academic Community. An effort was also made to reach users and stakeholders outside the EO community.

In order to keep partners in track and develop an effective communication, Task 8.1 (WP8) adopted a persistent approach that included: sending regular e-mails for upcoming international conferences and workshops, setting deadlines for goals and improvising in view to inspire and motivate partners by accentuating the advantages of communicating their work and results -for instance, a dedicated success story campaign was organized in social media-.

This document shall be considered as a living document, which will be updated for each reporting period.

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Table of Contents

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List of Figures

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List of Tables

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List of Acronyms and Abbreviations

Acronym	Meaning
GEOSS	Global Earth Observation System of Systems
DOW	Description of Work
EO	Earth Observation
EU	European Union
PA	Paris Agreement
GDPR	General Data Protection Regulation
GEO	Group on Earth Observations
KPI	Key Performance Indicator
NOA	National Observatory of Athens
CoP	Communities of Practices
SDGs	Sustainable Development Goals
R&I	Research & Innovation
CC	Climate Change
WP	Work Package
AI	Artificial Intelligence

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1 Introduction

This document reports the EIFFEL Communication and Dissemination actions carried out in the first 18 months of project implementation in line with the Communication, Dissemination Strategy and Action Plan of EIFFEL (deliverable D8.2). The main objective of this deliverable is to highlight how the impact of the EIFFEL project was maximized through the communication, dissemination and engagement activities.

1.1 Context

1.1.1 Objectives

Task 8.1 (WP8) in EIFFEL has an horizontal action and interdependencies with all the other WPs of the project and all actions are strongly tied to the pivotal objective of the Communication and Dissemination team, which is raising awareness of the EIFFEL project and its scientific results. Consequently, Task 8.1 (WP8) contributes to all five EIFFEL project objectives.

1.1.2 Work plan

This report, deliverable D8.3 corresponds to Task 8.1: Dissemination and Communication plan and promotional activities and is part of WP8: Impact creation and EIFFEL sustainability. Its main purpose is to present the results of the various communication actions implemented, based on the EIFFEL communication and dissemination strategy, which was described in detail in D8.2.

The strategic approach of Task 8.1 (WP8) presented in this document, is of high importance, as it introduces the mission, key messages, results and core focus of EIFFEL project to targeted audiences, while delivering clear, concise messages and creating awareness and engagement.

1.1.3 Milestones

During this period no specific Milestones are related to this deliverable.

1.1.4 Deliverables

D8.3 is based on the input of Task 8.1 (Lead beneficiary: NOA) and is strongly correlated to WP8 deliverables, which encompasses the items that constitute the concrete and tangible contribution in: dissemination and communication level at the EIFFEL project, stakeholder engagement and digital training, EIFFEL transferability potential and inclusion of results and best practices to Climate-ADAPT, EIFFEL's contributions to GEO's strategy and Work Programme and liaison with EuroGEO and Exploitation, business plan and IPR management, during the project's lifetime.

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1.2 Intended Readership and Document Structure

This deliverable comes as a part of a series of documents which includes the EIFFEL Website and the Report on the project contributions to GEO and EuroGEO community.

Taking all this into account, this report follows the structure presented below:

- **Chapter 2** is a mid-term report on the EIFFEL communication strategy, presenting the high-level strategic priorities and methodologies.
- **Chapter 3** is a mid-term report on the communication action plan which was implemented during the first (18-month) period of the project.
- **Chapter 4** provides a detailed account of the different communication tools which were developed during the first (18-month) period of the project.
- **Chapter 5** presents a mid-term report on the dissemination plan of the project
- **Chapter 6** presents the impact of the communication and dissemination activities during the reporting period of the project.
- **Chapter 7** presents the way forward to the next period of the project.

Table 1. Readership

Intended Audience	Reasons for interest in reading
EIFFEL partners	To be informed about the project's news, actions, success stories etc., implemented so far.
European Commission	To assess the quality of the document and the presented planned actions.
Target groups: End-users, decision makers stakeholders, policy makers, scientific community	To be informed about the project in general, its objectives, the upcoming events, news and discover how they could be involved and benefited.
Representatives of organizations involved in similar projects	To share knowledge, information, best practices and so on that could be useful in implementing their respective activities. Also, introduce them to the EIFFEL project in order to identify potential synergies in the field of interest.
Anyone interested	Predominantly, promote and raise awareness generally on the EIFFEL project.

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2 Mid-term report on communication targets

This report aims to highlight the main outputs of the various communication actions carried out based on the EIFFEL communication and dissemination strategy, which was described in detail in D8.2. Taking into account the communication targets presented in D8.2, and the key messages aimed at them, EIFFEL implemented a Communication Action Plan that covers the main objectives of the project as described below.

Our main goal is to successfully communicate EIFFEL on its targeted audiences and to promote the main objectives of the project on the domain of interest and beyond the space / scientific community.

The main issue we are trying to address is the lack of recognition of the added-value brought by exploiting existing GEOSS and external datasets for Climate Change adaptation and mitigation applications.

More than a project, EIFFEL is operating as a brand, following a particular branding strategy that results in brand recognition. EIFFEL, as a brand, increases visibility and credibility around the five EIFFEL Communities of Practices (CoP) (Water & Land Use Management, Sustainable Agriculture, Transport Management, Sustainable Urban Development, Disaster Resilience).

Our strategic approach introduces our mission, key messages, results and core focus of our activities to our targeted audiences – EIFFEL delivers clear, concise messages and create user awareness and engagement.

Targeted interactions, fit-for-purpose communication practices (e.g. social media, brochures, video, etc.) and visually powerful media are the main tools for that.

The achievement of these objectives rely heavily on the definition and implementation of an effective communication and dissemination campaign, whereby the different target audiences are well defined and the corresponding tools appropriately developed. In light of these main principles (D8.2), the communication and dissemination plan of EIFFEL project has been based on a 4-step methodological approach:

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

Following the identification of the main audiences and the expected impacts of the project, the consortium put effort in communicating and disseminating the relevant messages to each category:

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Table 2. Eiffel Key objectives towards the different audiences

Audience	Key objectives	Implemented actions
GEO/COPERNICUS/Other R&I EO actors	Close engagement with a view to promote the project's objectives and applications, through direct promotional activities. Communicate the GEOSS-driven applications. Inform of progress, seek political support at EU/international level, establish synergies. Coordinate to enable operational integration with their other work, where relevant and mutual exchange of data with their work.	Through conferences, workshops, social media campaigns, promotional communication material. Collaboration with WP1, WP2, WP4 &WP7
Potential end-users/decision makers	Raise awareness, promote the available datasets and share climate-related information for adaptation and mitigation. Make the information visible to decision makers. Promote customized tools in local/regional and national scale.	Through EIFFEL website, promotional communication material, e-news, publications and social media success story campaign.
AI communities	Raise awareness of the fact that EIFFEL will offer the EO-based community the capacity of exploiting existing GEOSS datasets by creating AI-based cognitive search tools.	Through workshops, conferences, webinars and the EIFFEL website.
EO solution providers/ Research and academic community	Inform of scientific results and availability of new datasets. EuroGEO offers a trans-European innovation development infrastructure with major assets (access to knowledge/ capital/ technology/ markets) to support the development of high-potential EO concepts towards mature operational services.	Through social media, workshops, conferences, webinars, publications, and the EIFFEL website.

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EU bodies related to EO & CC	Foster synergies with other work, provide broad awareness of the project's activities and achievements. Build a fruitful cooperation with EO companies that provide services and data that are relevant for the thematic areas covered by the Pilots. Establish a good communication channel with companies that can "pick-up" innovative services and solutions.	Through social media, workshops, webinars, virtual conferences, promotion of success stories.
Media/ Public	Actively advocate the importance of EO, their benefits for society. The EIFFEL website will provide easily understandable information on the project's goals and applications in the areas covered by the CoP's/Pilots.	Through press release, publications in blogs and magazines, EIFFEL website and social media.

Given that each one of the the five EIFFEL Communities of Practice has its own specific objectives and will entail the involvement of different communities, it is imperative that appropriate methodologies are developed to ensure optimal attraction with the various stakeholders and efficient communication of project outcomes to them. On top of that, Task 8.1 (WP8) maintains an overall coordination of communication and dissemination activities across the different pilots.

3 Mid-term report on communication action plan

Taking into account the communication targets presented in D8.2 and the key messages, EIFFEL has implemented a coherent Communication Action Plan.

As stated in D8.2, the Communication actions are strongly tied to the Dissemination activities, which are using the same communication channels, tailoring their messages and means according to their corresponding mandates.

The EIFFEL communication action plan (D8.2) was built on the following principals:

- Identify all stakeholders and target groups to be addressed;
- Develop a set of methods and tools for managing and communicating key messages;
- Coordinate communication and dissemination activities of individual partners;

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- Provide the consortium with a detailed framework of appropriate communication mechanisms/tools and get their support in a sustainable and transparent manner;
- Ensure the communication of regular project updates to external stakeholders;
- Ensure adherence of all external communication and publicity with programme requirements;
- Identify the actions and costs required for external communication and publicity;
- Gauge the impact of the different communication activities and adjust appropriately.

The main objective of Task 8.1 (WP8) is to ensure that the impact of the EIFFEL project is maximised through an effective campaign of dissemination, communication and promotional activities and maintain a constant and effective exchange and sharing of information between the partners and the targeted audiences.

3.1 Mid-term report on actions implemented

Having as a primary goal to develop a coherent strategy and action plan for dissemination and communication, from the beginning of the project, Task 8.1 (WP8) created a set of high-impact, targeted promotional and communication materials introducing EIFFEL's mission and key messages and delivering a clear, concise message in order to create project awareness. Furthermore, given that EIFFEL brings together 19 research organisations from the broad European region, several actions were organized in order to streamline communication within the consortium.

More specifically Task 8.1:

- Created **templates** (ppt, deliverable, dissemination & word template) which are uploaded in the project's Repository (Redmine), available for all partners to have access. Through the dissemination template, the partners are able to inform Task 8.1 (WP8) about meetings and events of relevance to EIFFEL, in which they have participated or will participate (eventually presenting the EIFFEL project), their publications and their communication actions.
- Created a **logo** (also available in an **animated version**) that reflects a more modern look, conveys the project's personality and purpose to the audience (we used "earth" colors to "reflect" the climate change notion). The goal with the logo is for the average person to instantly call the brand to mind and associate it with the project. All versions of the EIFFEL logo are uploaded in the project's Repository (Redmine) for all partners to have access. (Figure 1)
- Created **Social Media** (**LinkedIn**, **Twitter**) **and YouTube account**, in order to pursue the establishment of a "dialogue" with the related target groups. Thus, on the basis of the key messages communicated by the project, threads related to specific project activities (e.g. participation in events or pilots' promotion campaign) were launched. The objectives of

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these social media channels are to grow EIFFEL's recognition and to encourage users to have interactions with the consortium since they significantly spread knowledge about EU initiatives for EU and Non – EU countries and they broadcast messages to wider public, getting direct feedback from the audience.

Up to date 216 tweets were posted and the project's account in Twitter attracted 212 followers while 298 followers joined LinkedIn. The YouTube channel gained 296 views.

- Published a Press Release in English and partners translated the press releases to their country languages to reach local stakeholders. The Greek press release was posted in EIFFEL's social media and at the project's website (news). It was promoted to more than 10 e-magazines, e-news, websites etc. and was published in partners' internal websites as well as on local online newspapers.
- Developed the **EIFFEL website** having as a primary goal to reflect the project's mission and brand identity, grab visitor's attention and provoke action. Basic and general information on the project and expected work is inserted. The website serves as a central focal point for a clear communication and wide dissemination of the project news, activities, success stories, scientific publications, outputs and results, while at the same time provides an accurate reflection of the EIFFEL's brand identity in a visually attractive and engaging manner. EIFFEL communication material (i.e. brochures, e-banners) is available for download at the website. EIFFEL's website is updated and expanded periodically according to partners' feedback.
- Created and printed the main **EIFFEL brochure** **(M3)** which contains a description of the project, the main objectives and impacts of the project. A pdf version is uploaded in the EIFFEL website (outreach) and printed copies have already been distributed in exhibitions, conferences and events in Greece and abroad (i.e. 85th Thessaloniki International Fair, 2021, Greece).
- Created and printed an updated, succinct yet informative, **EIFFEL flyer** **(M18)** which is highly-focused on the main goals of the project and the objectives of each pilot. A pdf version is uploaded in the EIFFEL website (outreach) and printed copies are and will be distributed in upcoming exhibitions, conferences and events in Greece and abroad (i.e. GEO Week 2022, EuroGEO Workshop 2022).
- Developed a promotional **introductory video** **(M6)** showcasing the EIFFEL project. It was first launched through EIFFEL's social media and was sent to all partners to disseminate it to their network and promote it in conferences, events, exhibitions etc. Furthermore, it is uploaded in the website (outreach). Up till today it has 296 views in YouTube.
- Created a **thematic gif-short video** with climate action images and captions to promote the project in EIFFEL's social media and at conferences, events, exhibitions etc.
- Created, up to date, 11 **e-banners** promoting EIFFEL's participation in events, as well as general banners highlighting core details of the project. (Figure 2)

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- Created a **roll-up banner**, for EIFFEL Plenary meeting 2022, accentuating EIFFEL's goals and thematics. (Figure 3)
- Created and sent **e-news** with project highlights to all partners for them to disseminate it to their network. EIFFEL project partners are promoting the project using the means and channels at their disposal. Each partner promotes the EIFFEL messages through their own channels to their stakeholder networks and utilizes their social media accounts to amplify (by means of "linking", "sharing" or "re-tweeting") the material published by the EIFFEL accounts and e-news. According to partners' feedback, more than 1.500 recipients receive the EIFFEL e-news via e-mail and social media promotion.
- Launched two **social media campaigns** with "WhoisWho" EIFFEL Work Package and Pilots' ID cards (D8.1) aiming to present their profile.
- Launched a **success story social media campaign** and invited EIFFEL partners to activate their "storytelling" skills. Apart from maximizing the visibility and reach of the project and support strategic approach, this action also activated the success story section on the EIFFEL website.
- Promoted partners' participation in **events/workshops** through website (news) and social media (i.e. EIFFEL at Info Day on Copernicus data & services, Pilot's workshop, Pilot's new ground breaking platform, EIFFEL & GIDTT towards a common course of action for GEOSS Platform Plus, EIFFEL & GEOSS Platform Plus impactful workshops, etc.).
- Promoted **popularized and interviews** according to partners' feedback (i.e. Open Universiteit article, Info Day on Copernicus data & services local article, etc.).
- Officially included, in the spirit of going the "extra mile", the EIFFEL project in the Climate Change Mitigation portal, which collects and posts climate solutions identified by EU-funded research projects for wider dissemination. The portal is home to about 100 articles from 36 EU-funded projects and EIFFEL is one of them with a dedicated profile and already one article.
- Promoted **scientific publications** through the EIFFEL website and social media.
- **Regularly motivated and encouraged partners** to report/send:
    - their dissemination actions (reporting though the EIFFEL dissemination template)
    - scientific publications
    - input for the e-news section
    - success stories
- **Regularly informed the EIFFEL community** (via e-mail & social media) for high impact upcoming international conferences, workshops and events (i.e. Copernicus Horizon 2035 Conference, 2day forum ESA Φ-lab, Copernicus and the Green Deal online Workshop, EU Space Week 2022, GEO Week 2022 etc.) and generally raised awareness for upcoming conferences, workshops and events.

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- Collaborates with the Coordination Team (ICCS) and leverages the internal mailing lists created to communicate and share information with all partners in a quick, convenient and effective manner.

The EIFFEL Communication activities are coordinated by the Communication Team (Task 8.1) hosted in WP8. However, all EIFFEL project partners have a role to play in the successful implementation of the EIFFEL communication strategy. Partners, in particular, play a very important role in ensuring that effective communication is carried out in their regions by (a) translating communication materials produced by Task 8.1, (b) tailoring the messages to apply to local and regional context and (c) serving as a contact point, identifying potential users or interested stakeholders.

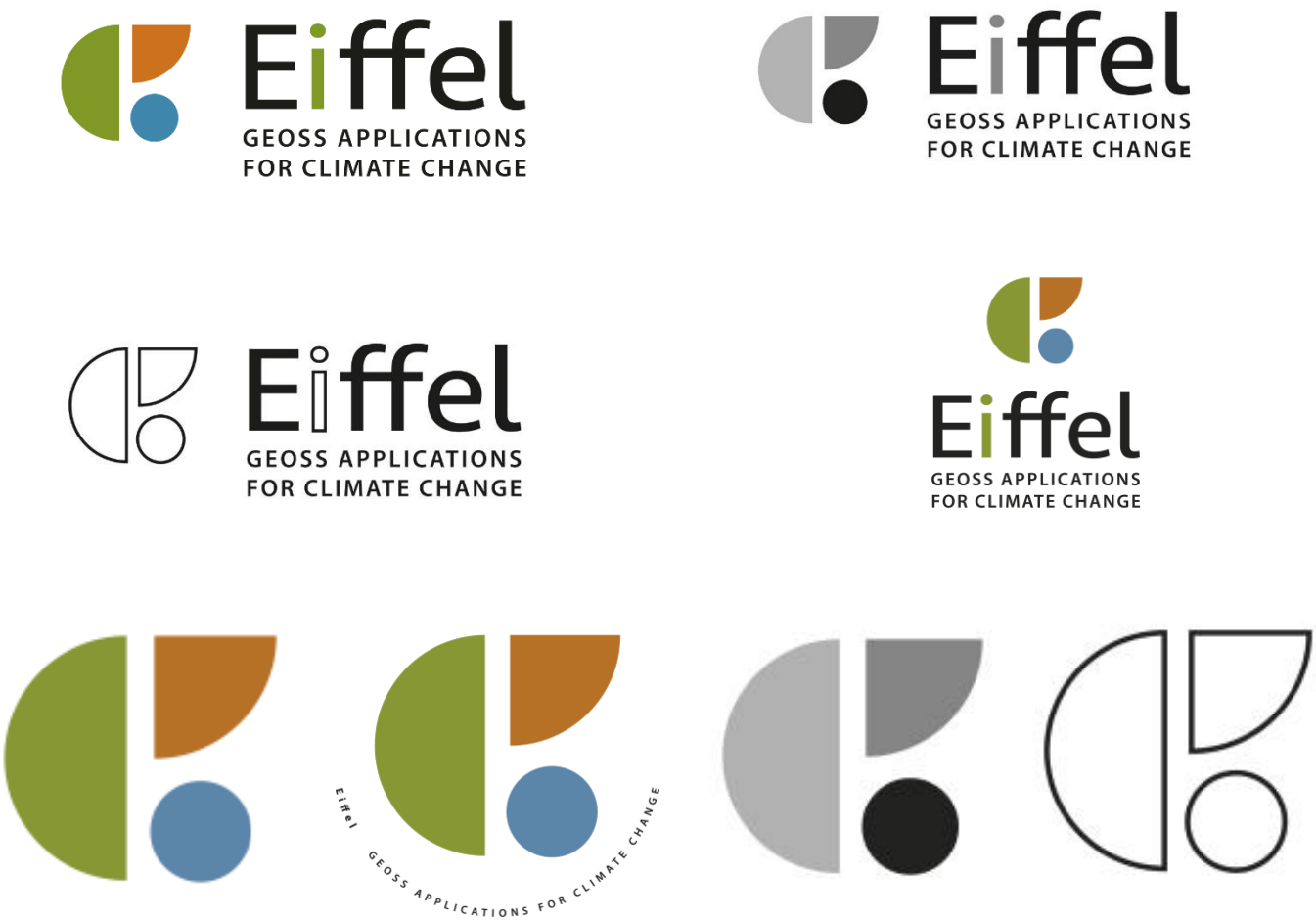

Figure 1. Eiffel logos

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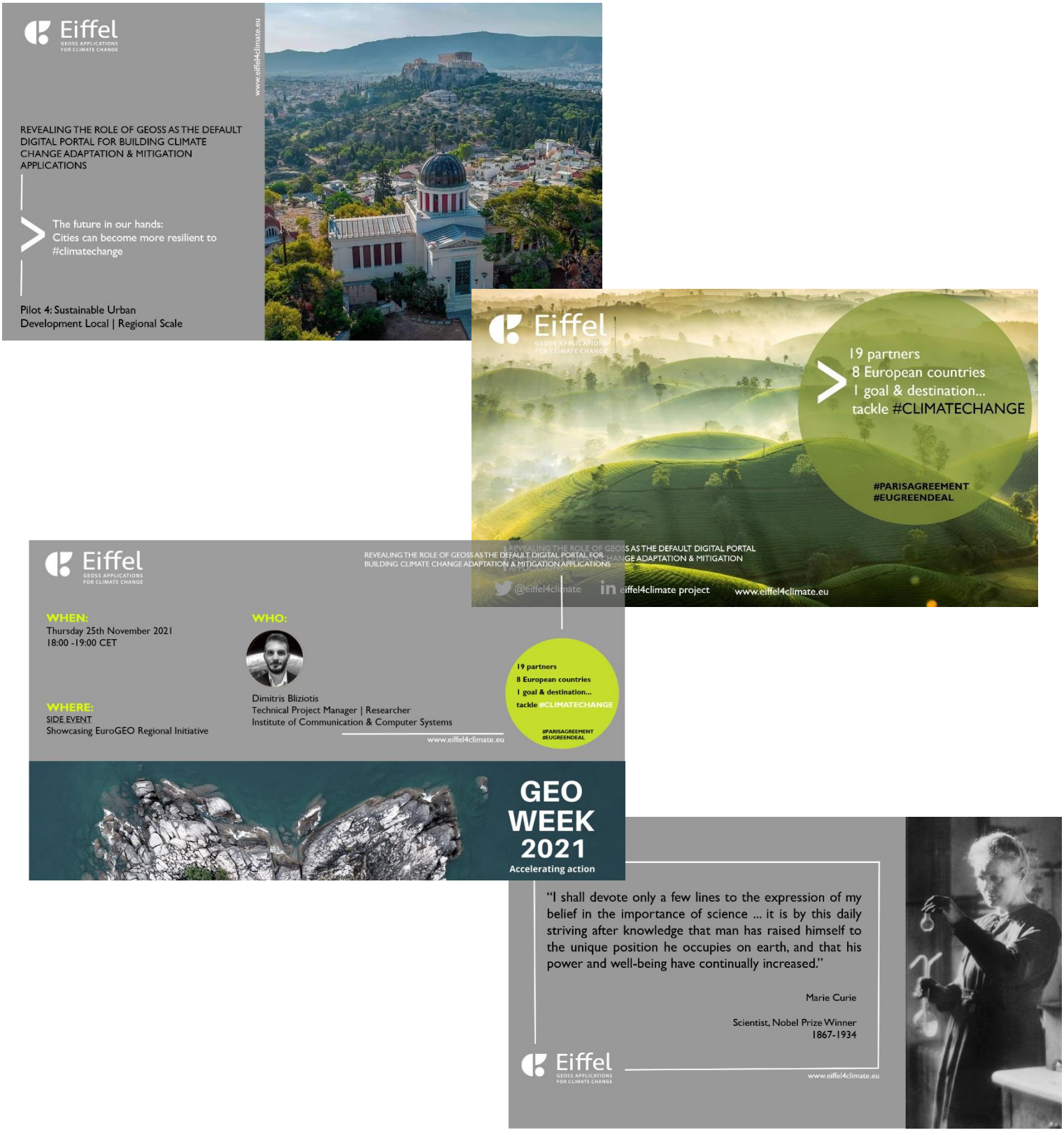

Figure 2. Eiffel e-banners (indicatively)

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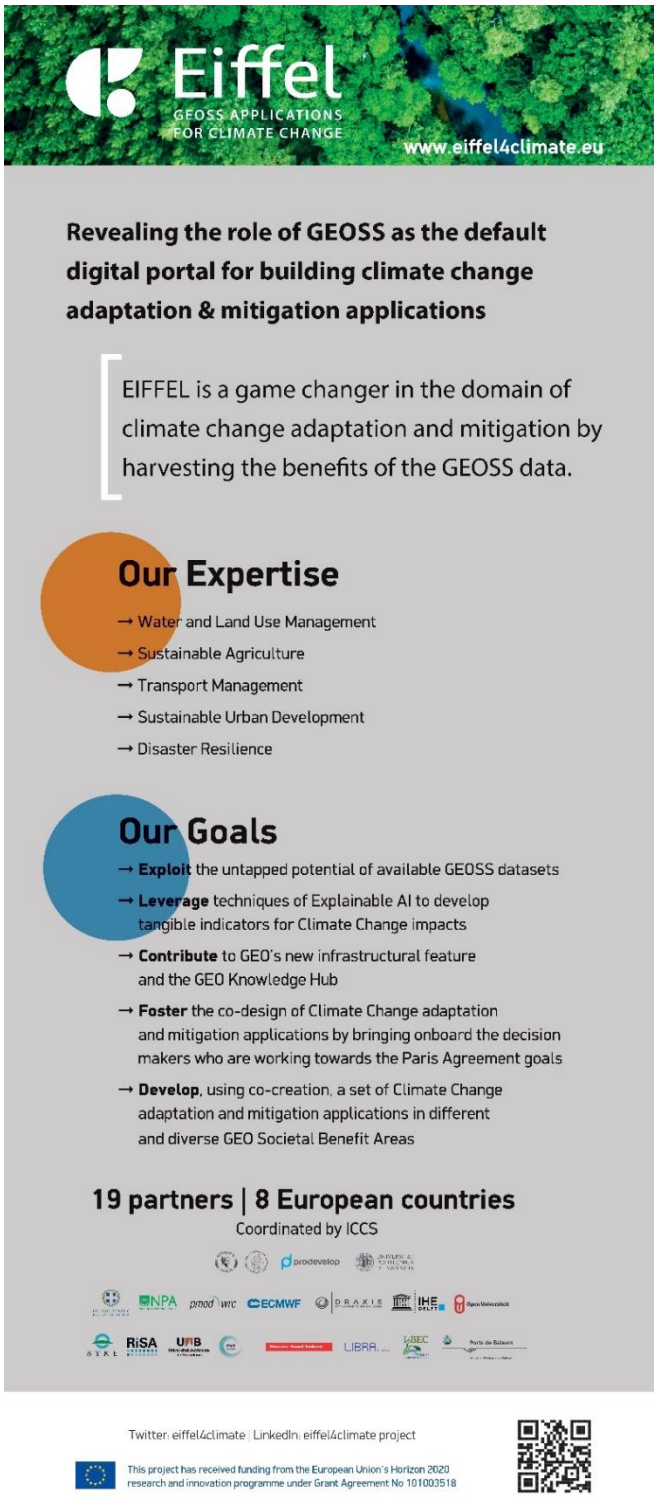

Figure 3. Eiffel roll-up banner

3.1.1 Linkages with pilots

Given that each one of the Pilots has its own specific objectives and entails the involvement of different communities, it is imperative that appropriate methodologies are developed to ensure optimal attraction with the various stakeholders and efficient communication of project outcomes to them. Different target groups need to be approached in different ways. Therefore, each Pilot is and will be supported by the communication team but also provide back an aggregated overview of pilot-related communication activities. Within each pilot but also across all of them, maximal traction and mutually beneficial synergy with ongoing activities of ESA, EU-funded projects, GEO initiatives, UN agencies and national entities are sought.

3.1.2 Linkages with other Work Packages

Communication and dissemination initiatives, as an horizontal activity of Task 8.1 in EIFFEL, has interdependencies with all the other WPs of the project. However, Task 8.1 works closely with WP2, 5 and 7 in order to organize workshops dedicated to promote the uptake of their solutions at different geographic scales and vertical markets and effectively communicate the project's objectives and goals while aiming at the engagement of the wider EO, AI community, decision-makers, and downstream sectors.

One of the main priorities is to propel maximal traction and mutually beneficial synergy with other EU-funded projects and create impact not only through dissemination and communication activities but also with other initiatives related to GEO, AI (e.g. BDVA, through the coordinator), Climate Change, etc.

Organization of webinars for external stakeholders and decision makers are promoting the main results/applications of the pilots primarily to the public and private sector, as well as users.

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4 Communication Tools

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

Table 3. Communication & Dissemination Tools

Communi-cation Tool	Description and Purpose	GEO, EuroGEO	End-users	Research	EO/AI industry	Public
Project website	The project's primary digital communication tool to raise awareness of the project's goals and activities. The descriptive content (about, team, etc.) will be non-technical to ensure comprehension by non-experts. The portal will provide up to date information on project events and link to social media (twitter wall, links).	○	●	●	●	●
Brochures	A detailed document outlining the project scope and objectives as well as the benefits to the CC thematic communities. To be updated in M18 and M36.	●	●	●	●	
e-news	E-news (in the form of news blasts or equivalent) will be used to communicate events, news, and community highlights, keeping stakeholders interest/awareness.	●	○	●	○	
Press kit & releases	A package of information to facilitate press publications: the project's achievements, talking points, graphic material and basic description. Press releases will be released using journalistic language to promote specific milestones, events and achievements.		●	○	○	●
Promotional videos	Professional A/V production will be used to produce videos presenting the project, its activities and its benefits, with full-length and short versions. The short-version will be tailored for social media sharing to ensure network effects are seized upon on an organisational and personal level. An introductory video will be made early on (M6) to present the project. In M32, a video will be produced that concentrates on the pilots, results and the benefit for European citizens.	○	●		●	●
Social media	Dedicated social media accounts (e.g YouTube, Twitter, LinkedIn) will be created to foster dialogue with targets, establish communities of "followers", build synergy with existing communities, promote applications themes, attract visitors to the website.		●		○	●

4.1 Website

The website (D8.1) serves as the primary gateway to all information, news and updates related to the various project activities and pilots' results. The **EIFFEL website** was designed in the first 3 months of the project, in a modern, professional and attractive way that allows visitors to navigate across the various webpages easily and quickly. Several dynamic and static items have been foreseen that ensured a good balance of visual appeal and professional outlook.

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The website, apart from the main content (i.e. EIFFEL objectives and goals, thematic areas, current and planned activities, partnering organisations etc.), includes further information with a view to provide better insight into EIFFEL project and formulate a clear and concise navigation.

Therefore, and taking into account the project progress, it is fully updated according to partners' feedback. More specifically:

- **The Main Menu section "Publications"** provides access to all the scientific publications related to the project as well as their correspondent links.
- **The Main Menu section "Our stories"** promotes the pilots' success stories (banners) with an aggregated overview of the key messages that the pilot would like to deliver. (Figure 4)
- **The Main Menu section "Outreach"** provides access to the various communication materials produced by the project including the project brochures and flyers, as well as promotional videos developed.
- **The Main Menu dedicated section "What's new?"**, since the communication activities are central to the success and impact maximisation of EIFFEL, provides the opportunity to the various different stakeholders to obtain information on the dissemination activities (conferences, workshops, upcoming events, etc.) carried out by the project and gives more detailed information on announcements of workshops and special sessions in scientific conferences and meetings and announcements of activities open to the public. Furthermore, external stakeholders have access to photos, presentations, videos produced in the framework of the events organised or attended by the project.

All the highlights of the project are announced through this webpage. Press releases and articles appearing in specialised magazines/journals and/or national media are also included.

In each announcement, important keywords (tags), of what the post is about, are added to improve the website's search engine optimization ranking and encourage users to click through and read the content.

Overall, this section maximises the visibility and impact of the project, through the efficient communication of the project's progress to the stakeholder community.

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Figure 4. Eiffel success story images (indicatively)

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Tracking the EIFFEL website from 1st of June 2021 until the time of writing (24th October 2022), the "new unique visitors" and "unique visitors by country" can be seen in Figure 5 with Greece ranking first on the list (Total unique visitors: 2K).

Figure 6 reveals interest in the project especially in the home page with almost more than 850 views.

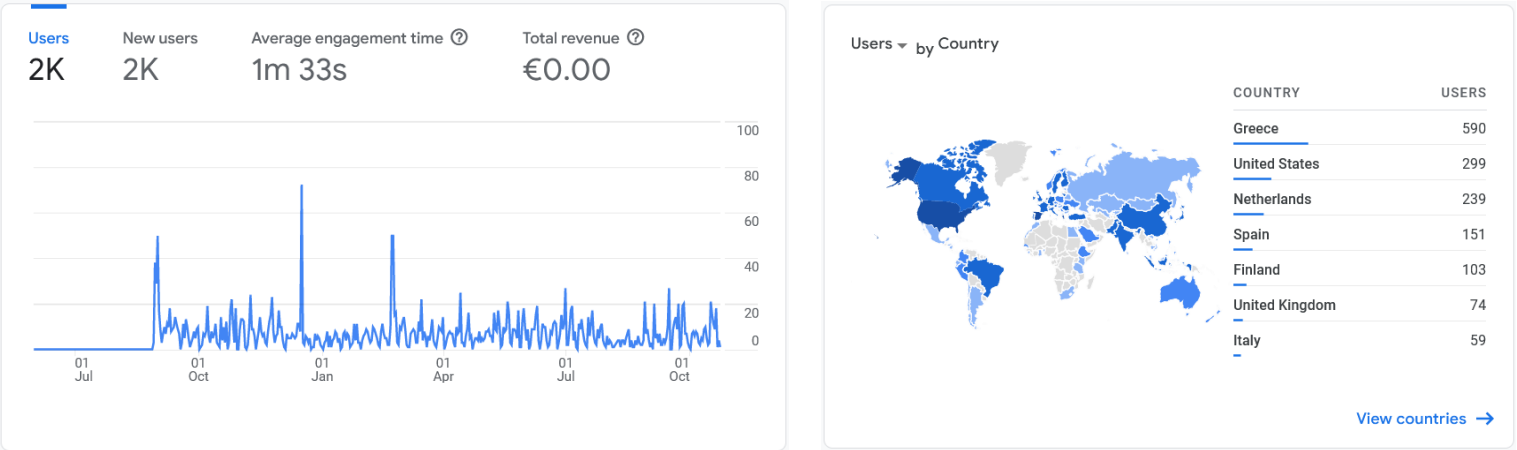

Figure 5. Unique visitors, visitors by country at EIFFEL website)

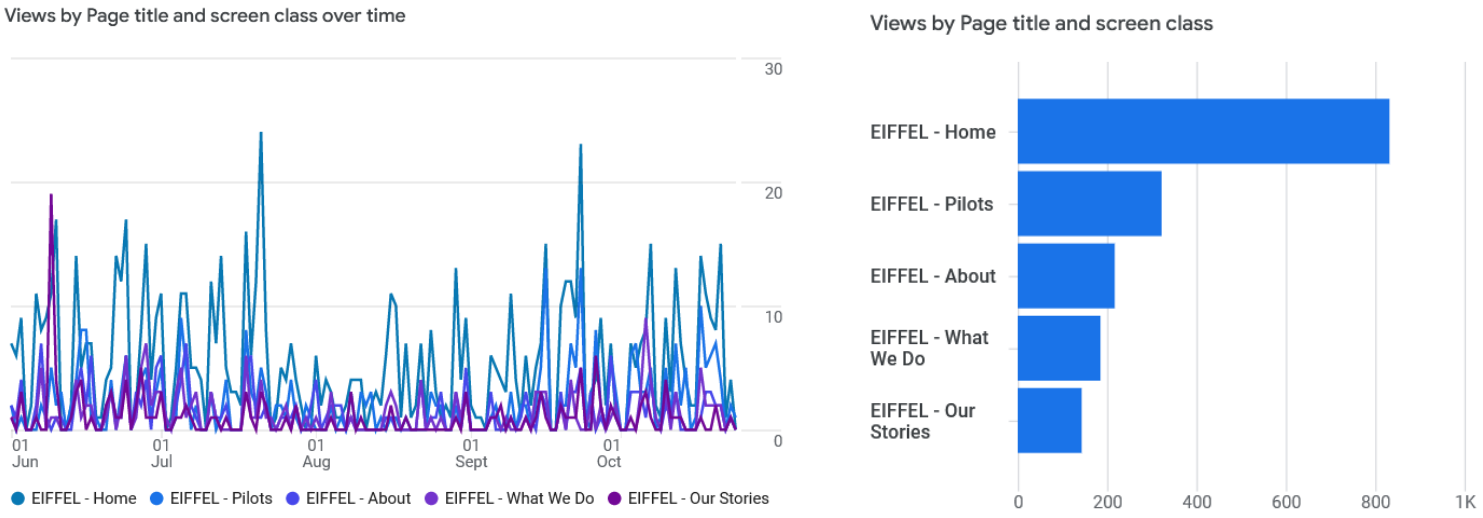

Figure 6. Unique visitors, visitors by country at EIFFEL website

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4.2 Brochures

One of the main goals of the Communication Action Plan was to create a set of promotional and communication materials designed specifically to appeal to the target audiences. These materials and their purposes are available in the EIFFEL website.

More specifically Task 8.1 (WP8):

- ✓ Created and printed the main **EIFFEL brochure** **(M3)** which contains a description of the project, the main objectives and impacts of the project. A pdf version is uploaded in the EIFFEL website (outreach) and printed copies have already been distributed in exhibitions, conferences and events in Greece and abroad (i.e. 85th Thessaloniki International Fair, 2021, Greece). (Figure 7)

- ✓ Created and printed an updated, succinct yet informative, **EIFFEL flyer** **(M18)** which is highly-focused on the main goals of the project and the objectives of each pilot.
  A pdf version is uploaded in the EIFFEL website (outreach) and printed copies are and will be distributed in upcoming exhibitions, conferences and events in Greece and abroad (i.e. GEO Week 2022, EuroGEO Workshop 2022). (Figure 8)

The EIFFEL communication material is also available in D8.2.

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Figure 7. Eiffel brochure mock-ups

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Figure 8. Eiffel flyer mock-ups

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4.3 e-news

Task 8.1 (WP8) created and sent 7 e-news banners with project highlights to all partners for them to disseminate it to their network. EIFFEL project partners are promoting the e-news through their own channels to their stakeholder networks and utilize their own social media. According to partners' feedback, approximately 2.500 recipients receive the EIFFEL e-news via e-mail and social media promotion. (Figure 9)

Figure 9. Eiffel e-news banners (indicatively)

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4.4 Press kit & releases

Task 8.1 (WP8) published a **Press Release in English** and partners translated the press releases to their country languages to reach local stakeholders. The **Greek press release** was posted in EIFFEL's social media and at the project's website (news). It was promoted to more than 10 e-magazines, e-news, websites etc. and was published in partners' internal websites as well as on local online newspapers.

The EIFFEL press release is also available in D8.2.

4.5 Multimedia

Task 8.1 (WP8) developed a promotional introductory video (M6) showcasing the EIFFEL project. It was first launched through EIFFEL's social media and was sent to all partners to disseminate it to their network and promote it in conferences, events, exhibitions etc. Furthermore, it is uploaded in the website (outreach). Up till today it has 296 views in YouTube.

Furthermore, a thematic gif-short video with climate change related images with intriguing captions was created to promote the project in EIFFEL's social media and at conferences, events, exhibitions etc.

4.6 Social Media

Over and above other traditional media (i.e. website, etc.), Social Media constitute a powerful mean for the real-time, continuous engagement of the various stakeholders following the progress of the project.

Twitter and LinkedIn promoted all website content, e-news, meetings, workshops, events, success stories and interactions with stakeholders.

Social networks aim to increase users' interest and promote engagement. The objectives of these social media channels are to grow EIFFEL's recognition and to encourage users to have interactions with the consortium. The use of social media tools significantly spread knowledge about EU initiatives for EU and Non – EU countries. These tools are important to use as they broadcast messages to wider public, getting direct feedback from the audience.

During the reporting period, 216 tweets were posted, and the project account on Twitter attracted 212 followers, and 298 followers were attracted in LinkedIn. A sample of communication action via social media are available in the following Figure 10.

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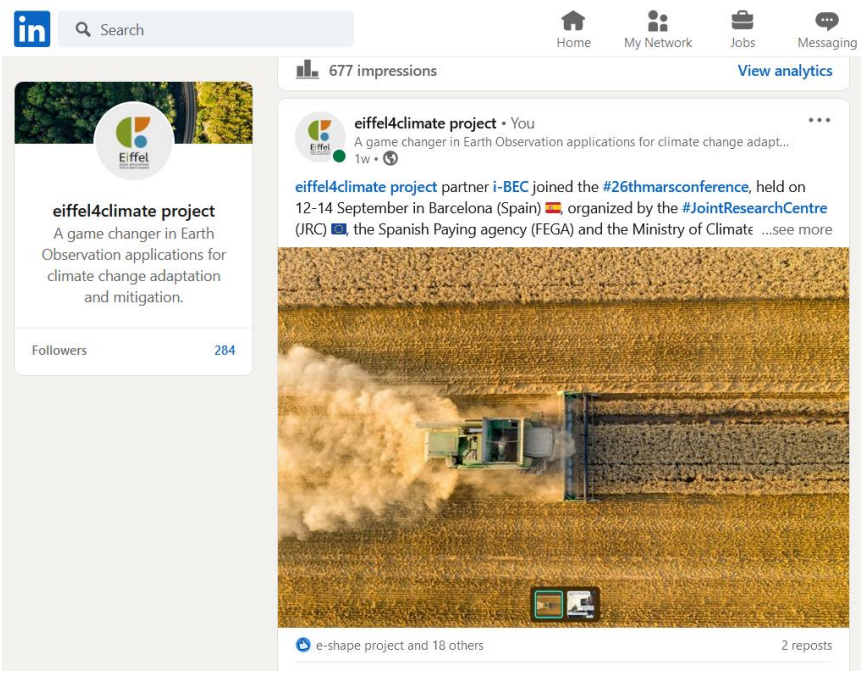

Figure 10. Indicative social media posts (Twitter & LinkedIn)

5 Mid-term dissemination plan

In order to ensure that the various outputs of the EIFFEL project are appropriately disseminated amongst the interested stakeholders, Task 8.1 (WP8) had defined a number of dissemination actions which are available in detail in D8.2. The main objectives of the dissemination plan are to:

- Raise awareness on project objectives and expected outcomes;
- Disseminate pilots' activities and goals;
- Disseminate information on particular services among the various users and user communities;
- Disseminate information on pilots' development and outcomes;
- Help create new cooperation synergies with other projects within and beyond the region.

Taking into consideration the project's Dissemination Strategy goals, the project during this first period had a greater response to Research, Institutional and Academic Community. An effort was also made to approach users and stakeholders outside the EO community.
The current chapter is based on partners' dissemination reports on their activities throughout the project's lifetime. Partners are frequently asked to report on their dissemination activities

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and provide information regarding the impact, the audience and the promotion material used. Their reports are collected through the dissemination templates created by Task 8.1 (WP8).

EIFFEL, during the reporting period, organized 2 project events: the kick off meeting, 22-23/06/2021 (virtual) and the 1st physical plenary meeting of EIFFEL, 23-24/06/2022.

In terms of dissemination and outreach, project consortium partners have been active in 25 events, workshops and webinars and published 6 scientific papers in journals and conferences.

Through dissemination, target audiences became familiar with project activities and its results.
EIFFEL took an horizontal and a vertical approach to dissemination. Horizontally, knowledge is shared among partners. Vertically, knowledge transferred along the value chain (top-down and bottom-up).

In that regard, the project has defined a number of objectives for the period M18-M36 which are summarised below:

- Promote EIFFEL results, services, etc;
- Extend the project's reputation beyond partnering countries;
- Disseminate messages on the benefits of improving communication among users and providers of services and products;
- Promote EIFFEL services and tools after the completion of the project;
- Encourage a sustainable long-term, cross-border cooperation among partners and external stakeholders, users.

5.1 Implemented activities

The EIFFEL dissemination action plan (D8.2) was built on the following 5 main pillars (Organisation of dedicated workshops/training events, Participation in dedicated conferences/workshops, Synergies with other H2020 projects-initiatives, Publications and Webinars).

Based on partners' dissemination reports on their activities, below you will find indicative dissemination actions.

1. Organisation of dedicated workshops / training events (internal):

Virtual kick off meeting: 19 partners from 8 European countries participated in the virtual kick-off meeting of the new H2020 project EIFFEL, held in 22nd & 23rd of June, 2021.

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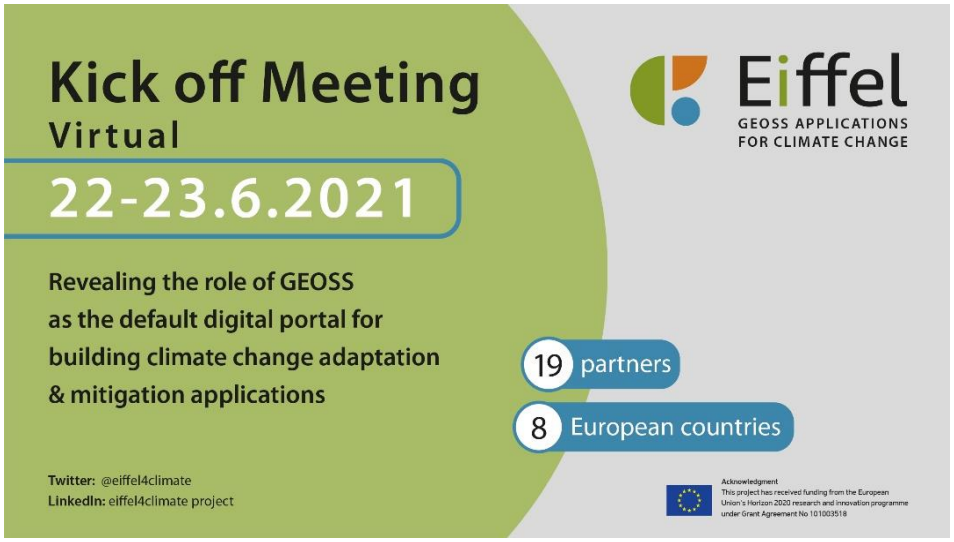

Figure 11. EIFFEL kick off virtual meeting banner

1st physical Plenary meeting of EIFFEL: The 1st physical Plenary meeting of EIFFEL, since the beginning of the project, was held on the 23rd and 24th of June in Athens, Greece, organized by the coordination team of ICCS. More than 40 participants from consortium partners came together for two productive days full of research activities, presentations from all work packages and pilots as well as interactive discussions. The main focus was to depict the progress of the EIFFEL project, assess its status and highlight upcoming challenges and activities. The meeting provided a powerful opportunity to identify future priorities and set development goals; and the fact that the consortium had the chance to meet in person, elevated in depth conversations and communication for an efficient and productive collaboration.

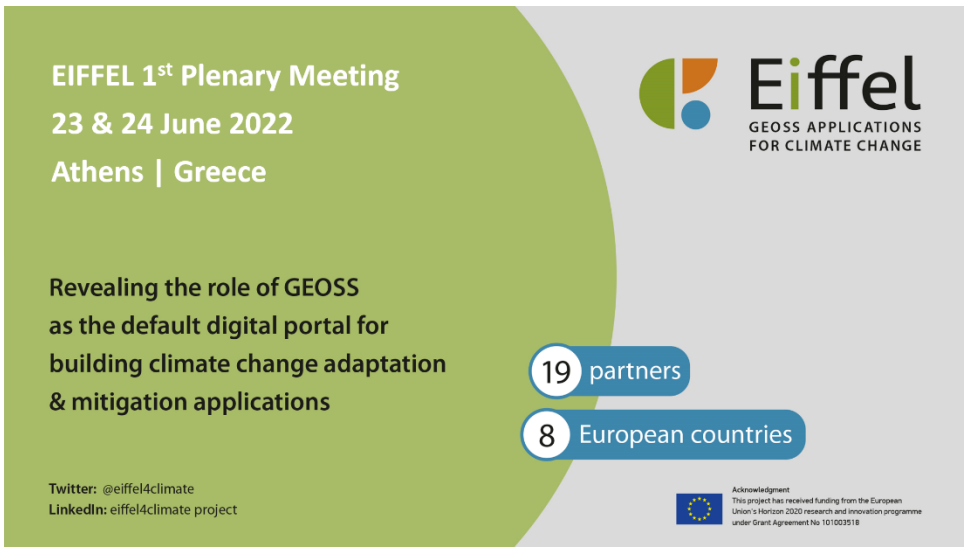

Figure 12. EIFFEL 1st plenary meeting banner

2. **Dedicated conferences/workshops (organization & participation):**

85th Thessaloniki International Fair: Our EIFFEL partners LIBRA and National Observatory of Athens (NOA) participated in the 85th Thessaloniki International Fair on 15th – 19th September, 2021. This Fair is the most significant exhibition in Greece, organised annually with more than 280.000 visitors coming from various sectors. LIBRA, presented the EIFFEL project and its objectives also visitors had the chance to learn more about the EIFFEL augmenting GEOSS data exploration activities through bilateral discussions. The project was presented through audiovisual material displayed on the stand's screen during the entire time. The exhibition team focused on the development of the cognitive search framework and the design and deployment of a range of metadata enrichment and curation mechanisms, tasks where the LIBRA contribution is significant. NOA presented its strategic goal which is the efficient integration of renewable energy in local and regional smart grids, the penetration of solar systems in smart city environments and increasing the share of these systems in the total energy offered for an affordable, sustainable and modern energy for all. The EIFFEL brochure was distributed as part of the company's material to the participants. EIFFEL thematic gif-short video created awareness about the project at a national level.

Figure 13. 85th Thessaloniki International Fair banner

EuroGEO workshop 2021: EIFFEL participated in the dedicated session "Implementing EuroGEO, new opportunities" on the 22nd of September, 2021 and showcased the EIFFEL project.

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Figure 14. EuroGEO workshop 2021 banner – ICCS

EIFFEL partner UAB at EuroGEO workshop 2021: Our partner Universitat Autònoma de Barcelona presented, at the EuroGEO Workshop 2021, EIFFEL's intention to develop a knowledge extension for the geospatial user feedback. The session, held on the 21st of September 2021, focused on the "Advances made in EuroGEO to deliver user-oriented solutions" and closed with an open discussion on the challenges in upscaling the services to pre-operational or operational modes, experiences in co-design and co-production, and feedback related to knowledge sharing especially related to GEOSS or the GEO Knowledge Hub.

Figure 15. EuroGEO workshop 2021 banner – UAB

LIBRA workshop: On 6th of October 2021, at Serafio City of Athens, our EIFFEL partner LIBRA, during its 2nd Training Workshop, presented at almost 30 attendees, the EIFFEL project and the

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company's key role in it. Almost 30 attendees, employees and close collaborators from academia and research had the opportunity to be informed about the EIFFEL solutions and the work foreseen for LIBRA in the project and learn more about the key technologies to be used from the LIBRA project team and the challenges that they will need to overcome in order to deliver an impactful solution with great market potential.

GEO Week 2021: The EIFFEL project was successfully presented during the GEO Week 2021, on the 25th of November 2021, by Dimitris Bliziotis from ICCS, at the Side Event: Showcasing the EuroGEO Regional Initiative. This side event was dedicated to the presentation of EuroGEO Regional Initiative and to the latest projects launched in its framework. The EuroGEO vision is to significantly increase the benefits for Europe of its participation within GEO through improving user uptake of the data from GEOSS assets and harvesting the environmental information produced through the GEO initiatives and flagships. This session showcased this vision.

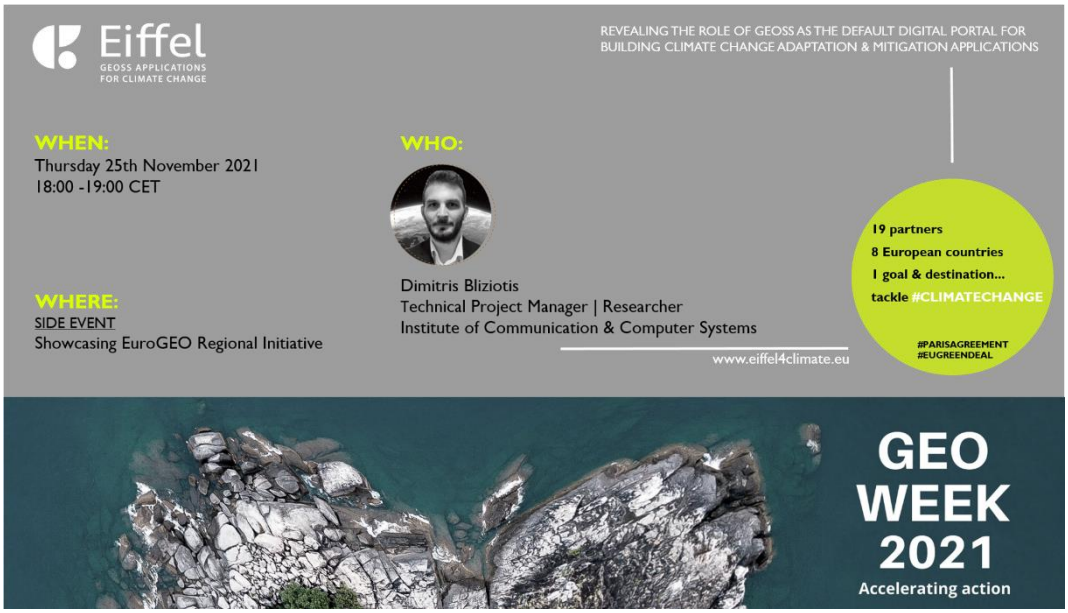

Figure 16. GEO Week 2021 banner

Sustainable urban development Pilot workshop & the Municipality of Penteli: On the 15th of December 2021 a meeting, of significant importance, was held between our Sustainable urban development Pilot from the National Observatory of Athens and the Municipality of Penteli (Athens-Greece), elevating synergy between the two entities. Following initial discussions between Evangelos Gerasopoulos and the Municipality, resulting in selecting the latter as the Local Administration Unit (LAU) of interest for the Pilot (which comprises of a LAU and Regional implementation), the workshop that took place at the premises of the Municipality to kick-start the activity, merged policy and science. The objectives, of this high level meeting, were to present the EIFFEL project to the Municipal officers (Mayor, Vice-mayor (Environment, city planning), two Head of Department, two special counsellors to the Municipality), discuss synergies, exchange/enhancement of local data and participation in the relevant Communities of Practices. Agreement on data sharing was planned and the co-design regarding the Pilot's Decision Support

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Application was initiated with the identification of non-functional requirements. The EIFFEL project and Pilot were seen in an extremely positive light. NOA's three Groups (Atmospheric Physics and Chemistry Group, GRoup Energy Conservation, SOLEA), each focusing on their respective Pilot application (emobility and air quality as a co-benefit, energy performance of buildings, solar potential and exploitation in an urban environment) will participate in the relevant working group with personnel from the Municipality, to pursue each application more efficiently. The need for common awareness raising events was also strongly agreed upon.

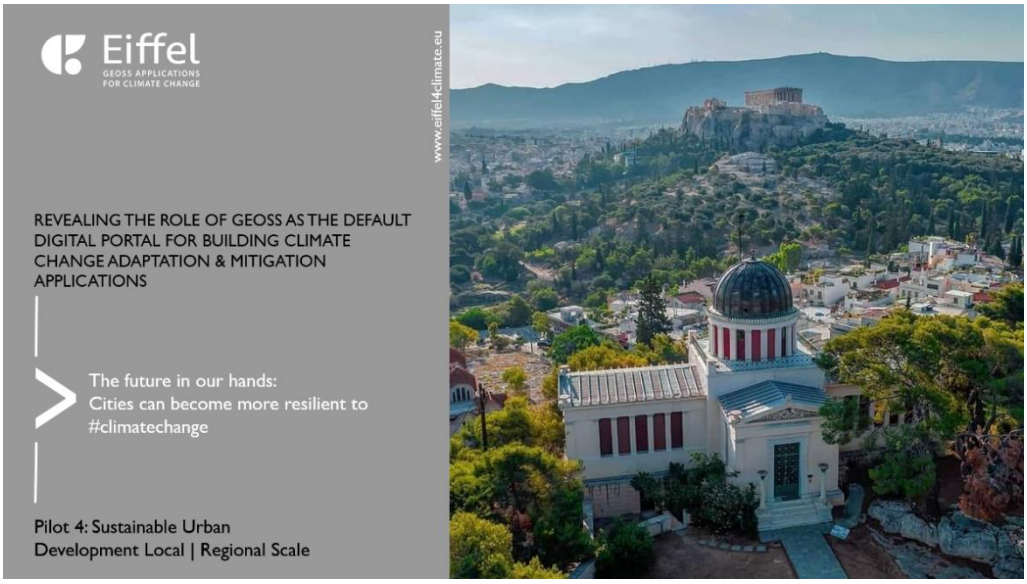

Figure 17. Pilot 4 workshop banner

EIFFEL | First introduction of GEOSS Platform Plus Project to partners: Dimitris Bliziotis from ICCS along with NOA, CNR, RHEA and Serco colleagues successfully introduced to the EIFFEL consortium the GEOSS Platform Plus Project in order to set ground for a fruitful collaboration in the future and exchange of information. The main objectives were to: 1) identify common activities between the two projects, 2) investigate the creation of a dedicated working group, 3) align with GEOSS Infrastructure Development Task Force (GIDTT) priorities and 4) discuss technical aspects of GEOSS platform. It was commonly accepted among the involved parties that EIFFEL is considered a crucial project for the GEOSS Platform Plus Project and can assist in the evolution of the platform, especially for the climate change domain; leading to the decision that a dedicated working group between the two projects, aligned with GIDTT, will be created.

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Figure 18. EIFFEL event thematic banner

EIFFEL Pilot 4 beyond...borders!: On the 15th of March 2022, our partner Region of Attica successfully presented the EIFFEL project and pilot 4, to the International City Partnerships: Acting for Green and Inclusive Recovery [ICP- AGIR] bilateral meeting, between the cities of Gwangju and Athens. The main objective of the 10 representatives attending to the session, was the exchange of innovative policies and programmes. The EIFFEL Pilot 4 was presented as one of them, with the local authority of Gwangju in South Korea showing great interest for Pilot 4 and the Decision Support Application [DSA] tool. The ICP-AGIR is a project of the European Union managed by the Directorate-General for Regional and Urban Policy [DG REGIO] of the European Commission. It will be implemented from October 2021 – March 2023 and originate in a pilot project of the European Parliament. The goal is to contribute to the improvement of quality of life in participating cities, by promoting sustainable and integrated urban development, through the identification of innovative policies and programmes.

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Figure 19. EIFFEL event banner

EIFFEL X GIDTT towards a common course of action for GEOSS Platform Plus: On the 14th of April 2022, the EIFFEL consortium (ICCS, LIBRA, NOA, UPV) participated in the regular meeting of GEOSS Infrastructure Development Task Team (GIDTT) in order to align and contribute to the workplan and to the upcoming GEOSS Platform Plus (GPP) activities. EIFFEL's Natural Language Processing (NLP)-based cognitive search, GEOSS metadata augmentation and EIFFEL Ontology are expected to enhance the current GEOSS capabilities, offering also useful requirement to the GPP project. Representatives from GEO Experts Advisory Board (GEO EAG), Group on Earth Observations, European Commission etc., had the opportunity to gain a clear perspective on EIFFEL's contribution towards GEOSS and GPP and the fact that the project will contribute and assist on the proper definition of procedures related to the integration of new solutions to GEOSS in close collaboration with the GPP consortium. Last but not least, it was highlighted that EIFFEL's WP3 (Augmenting GEOSS data exploration | LIBRA) activities expand at great extend GEOSS offering new state of the art (NLP, AI) technical capabilities, currently missing.

EIFFEL & GEOSS Platform Plus impactful workshops: In the spirit of streamlining the effective collaboration among EIFFEL and GEOSS Platform Plus (GPP), the project's consortium is building strong foundation with the GPP consortium with a view to align their activities and mutually benefit the upgrade of GEOSS and GEOSS Infrastructure Development Task Team (GIDTT) activities. During the two events held online on the 8th and 20th of April 2022, key stakeholders from CNR, RHEA Group, SERCO EU and USGS had the opportunity to delve into the EIFFEL project, identify common activities between EIFFEL and GPP projects and initiate discussion on technical aspects of GEOSS platform: GPP and API request. Two of the main objectives of the meetings was the expansion of search privileges in DAP for EIFFEL consortium, through filling the appropriate simplified form as well as the requirements collection from EIFFEL consortium as input to GPP. More specifically, the technical work team between the EIFFEL and GPP focused on exploitation

and upgrade of current API, collection of requirements, alignment between the two consortiums, correlation with GIDTT activities and workplan. It was unequivocally clear that EIFFEL is considered a crucial project for the GEOSS Platform Plus Project and can assist in the evolution of the platform, especially for the climate change domain. Therefore, EIFFEL received the formal approval to have access to the full capabilities of GEOSS search capabilities API, EIFFEL coordinators collected and forwarded various requirements for investigating GPP enhancements and last but not least EIFFEL and GPP share common view of potential scenarios, related to GEOSS upgrade. In parallel EIFFEL is in close and constant collaboration with GPP consortium in relation to GIDTT activities. This is realized through regular technical meetings.

EIFFEL at 2022 Living Planet Symposium: Representatives from academia, research, industry, policy, etc., of the milestone event organized by ESA "2022 Living Planet Symposium" on the 23rd -27th of May 2022 [World Conference Center Bonn, Germany], had the opportunity to plunge into the EIFFEL world through an elaborative paper-poster. This symposium focused on how Earth Observation contributes to science and society, and how disruptive technologies and actors are changing the traditional Earth Observation landscape, which is also creating new opportunities for public and private sector interactions. EIFFEL participated with the paper-poster entitled "Deep Learning Based Sentinel-2 Super Resolution Methods for Supporting Climate Change Adaptation & Mitigation Applications".

Figure 20. EIFFEL event e-news/banner

EIFFEL at EGU General Assembly 2022: EIFFEL partner from Open Universiteit (OUNL), Ruben Hage, had a powerful presence in the EGU General Assembly 2022, showcasing the work that OUNL team (Lansu, A., Bogatinoska, B., and de Kraker, J) has implemented within the framework

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of the EIFFEL project. The presentation entitled: “Co-designing user stories for geodata applications to support climate action in 5 GEO Societal Benefit Areas” which focused on the co-design approach to application development and in particular discussed the user stories that were developed as part of WP2 “Co-Design of Climate Change applications based on GEOSS”, was successfully presented to more than 50 attendees, specialized in the domain of geosciences, participated in the session dedicated on climate services. The importance of taking user needs as a starting point for the development of new climate services was also highlighted. In a nutshell, the main objectives were to: Showcase EIFFEL project to the EGU community, Elaborate on and promote the co-design approach central to EIFFEL, Highlight relevancy of user-centric climate services (applications). The impactful presentation inspired other scientists, working on climate services, to take user needs into account, and to leverage them as a starting point for the development of new climate services. A dedicated article was published from OUNL (in local language) with a special mention to EIFFEL's participation in the EGU 2022 GA.

EIFFEL at EXPANDEO & FIRE FORUM 2022: At the Session “Fighting climate change in urban environment: a multi-scalar endeavor”, initiated by HARMONIA project, our pilot leader Evangelos Gerasopoulos presented and promoted EIFFEL’s approach in general and its implementation within the Sustainable Urban Development Pilot in tackling climate change in cities. Furthermore, there was a special focus on the various administrative levels that contribute to tackling Climate Change, from the pilot cities to the national and European levels. The aim of this workshop was to connect the urban and Earth Observation communities as well as increase awareness in regards to EO-based solutions tackling climate change in an urban environment. More than 70 members mainly from the private sector, the EO Research Community, space-environmental-policy agents etc., had the opportunity to participate in a discussion on how EO based solutions can support climate adaptation in cities raising awareness to city stakeholders on the multiple potential that is offered. Also, implementation-wise, good practices of funding frames and city applications were also shared and EIFFEL was able to demonstrate its approach to the private sector and unfold engagement opportunities between research and companies in this hot domain.

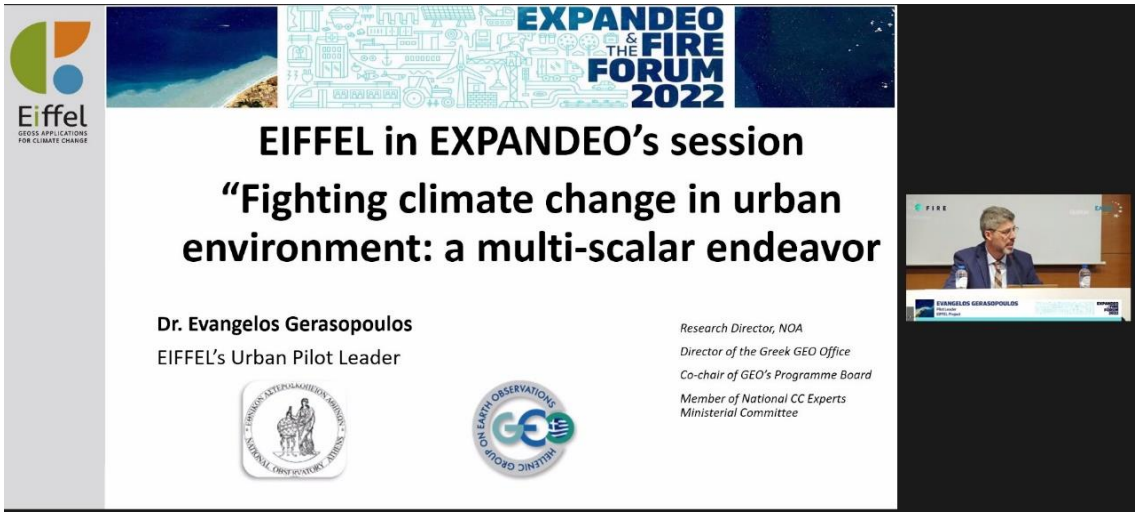

Figure 21. EIFFEL event image

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EIFFEL sheds light on "Rooftop Solar Photovoltaic Energy Potential at Urban Environments": EIFFEL pilot Sustainable Urban Development had a strong presence with the study entitled "Rooftop Solar Photovoltaic Energy Potential at Urban Environments: Application Example for the City of Athens in Greece" that was held on 4th-8th of July 2022, in Thessaloniki, Greece. More than 90 members from international universities, research institutions and companies had the opportunity to participate in the event focused on the EIFFEL's Sustainable Urban Development pilot to the International Radiation and Solar Energy Community. The presented study focuses on the solar photovoltaic (PV) energy potential estimation at a rooftop level for the city of Athens in Greece.

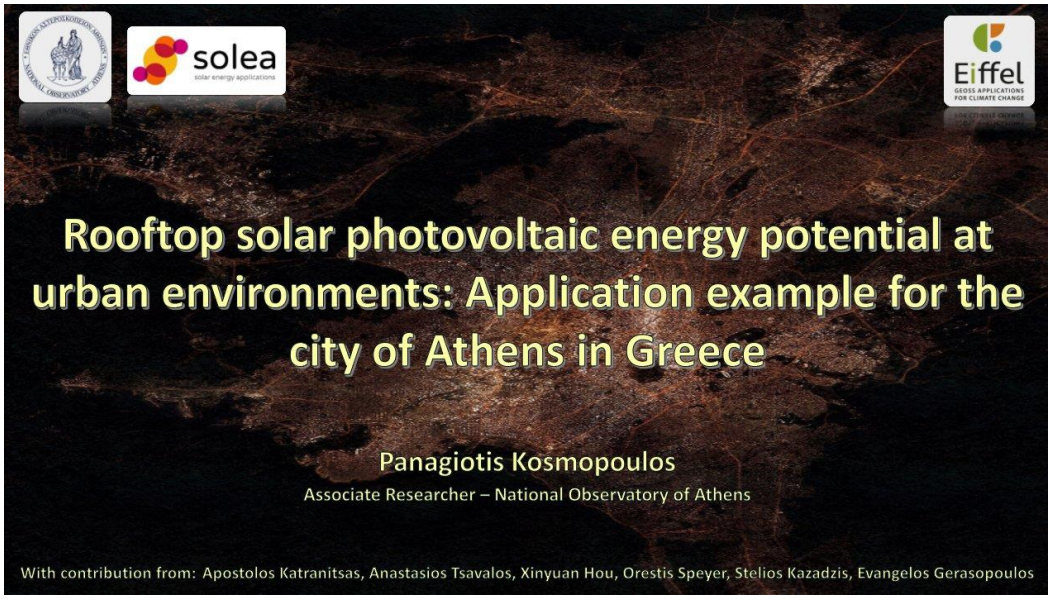

Figure 22. EIFFEL event image

EIFFEL at "Air Quality in the Ports" conference showcasing EIFFEL pilot "Infrastructure & Transport Management Regional Scale": More than 50 people from institutions, public authorities etc. (i.e. BPA, ENAGAS, EMAYA, Consell Mallorca) had the opportunity to delve into the EIFFEL pilot "Infrastructure & Transport Management Regional Scale" at the "Air Quality in the Ports" conference in July 17th 2022, organized by Ports de Balears (BPA) in Palma, Spain. PRODEVELOP presented EIFFEL's tangible results to the Air Quality Ports community and shared results with other initiatives. The EIFFEL project attracted attention of the attendance and raised interested for synergies with official institutions. During the meeting, speakers of recognized experience addressed the problem of the air quality providing the solution from different perspectives, placing special emphasis on the importance of having sufficient economic and human resources to ensure that the processes of measurement and control of air quality are rigorous and accurate, in order to obtain objective, reliable and serious data for decision making policies.

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EIFFEL at 26th MARS Conference: EIFFEL partner i-BEC joined the 26th MARS Conference, held on 12-14 September in Barcelona (Spain), organized by the Joint Research Centre of the EC (JRC), the Spanish Paying agency (FEGA) and the Ministry of Climate Action, Food and Rural Agenda of Catalonia (GENCAT). Leveraging i-BEC's experience, our partner had the opportunity to present EIFFEL's Pilot, Sustainable Agriculture National scale, and specifically preliminary results regarding enhanced geospatial products. A dedicated poster was developed presenting estimations of Soil Organic Carbon content in National scale as well as on parcel level, targeting on expanding EIFFEL's awareness to a wider community. At the conference more than 100 members from industry, academic and research institutions, e.g. Lithuanian Paying Agency, explored our Pilot's services and products and expressed their interest for collaboration.

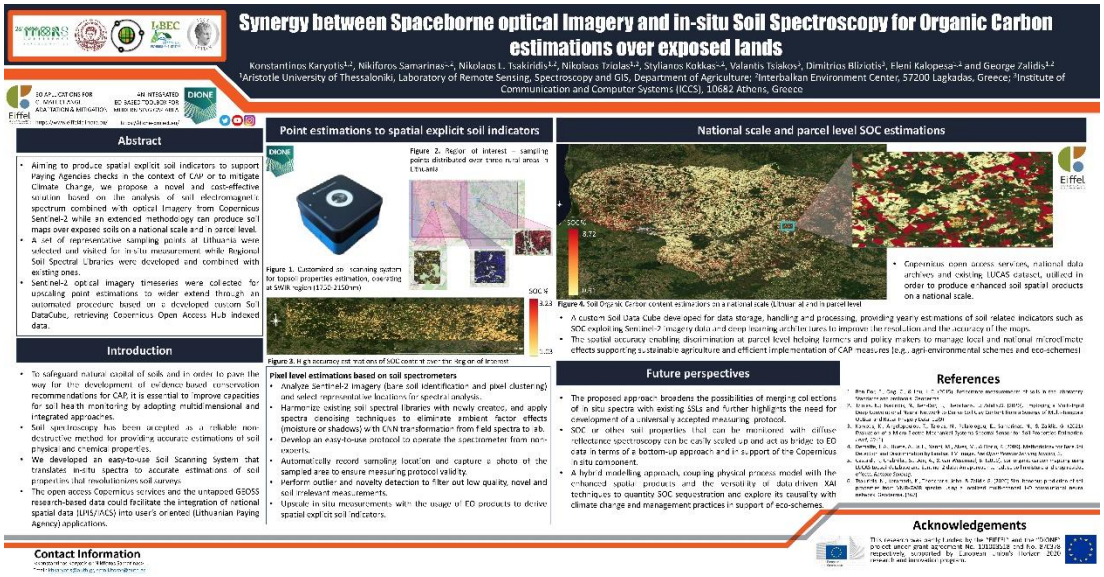

Figure 23. EIFFEL dedicated poster

EIFFEL at an interesting dialogue on data accessibility: EIFFEL partner Thanasis Drivas from the BEYOND Centre of the National Observatory of Athens (NOA) participated in the webinar that was held on the 26th of September 2022 under the thematic "Accessibility (DMP 2)", with the main objective to present the Umbrella Access Point Application. The specific webinar focused on Data Accessibility. Four success stories were presented highlighting different aspects of the topic. Among them, the Umbrella App as it allows the efficient and effortless access to sentinel images by linking different data sources into a single hub.

EIFFEL at the II Congress of the Spanish Network of Smart Cities: EIFFEL partner Prodevelop participated in the II Congress of the Spanish Network of Smart Cities held at Palma de Mallorca, Spain, on October 10-11, 2022. The goal for this smart city congress was the exchange of knowledge and experiences on Smart Cities in Spain, with the use of technology and innovation based on development tools regarding the Climate Change. Amelia del Rey, attended the Congress representing EIFFEL's Pilot, Infrastructure & Transport Management Regional Scale and

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introduced EIFFEL as a project under the European "Horizon 2020" highlighting the relationship between the city and the Port against Climate Change.

Prodevelop was able to inform representatives of other cities, and stake-holders and institutional entities in charge of management of Smart Cities in Spain and abroad, emphasizing on the pilots' results. At the congress more than 200 attendees participated representing institutions, e.g. City Councils, Ministry Digital Transformation (Spain), Undersecretary of Information and Communications Technology (ICT) Argentina, Smart City Department, Royal Commission for Riyadh City, Smart Technologies for communities, European Commission.

EIFFEL's expertise on a 2-day workshop on Sentinel Data: EIFFEL partner and coordinator of the project, ICCS organized an online two (2) day technical workshop, on the 13th & 14th of October 2022, focusing primarily on the usage of Sentinel Data for EIFFEL pilots. The workshops aimed to present in an interactive way how to exploit COPERNICUS data through the implementation of customized algorithms with python, SNAP API and different image processing libraries into specific examples. Through an interesting discussion with well-structured questions and answers, the workshop's objectives to present solutions and scripting examples with horizontal usage was successfully achieved. In particular, the creation of Jupyter Notebook for specialized to pilots' application needs using Sentinel 1, Sentinel 2, Sentinel 3, Sentinel 5p stimulated the interest of the 20 technical experts from WP5 & WP7 that participated to the workshop. In a nutshell, there was a positive feedback from all partners regarding the usefulness of the workshop. The demonstration and tutorials went beyond the norm and the audience had the opportunity to experiment with custom python scripts using COPERNICUS data. The provided Python Jupyter Notebooks will serve as a good basis for the automation and customization of the current pilots' workflows.

EIFFEL supports sustainable solutions for Climate at the 2nd GCOS Climate Observation Conference: EIFFEL partner, PRODEVELOP had a dynamic presence at the second GCOS Climate Observation Conference, held on 17-19 October 2022 in Darmstadt, Germany. More specifically, in the framework of Topic 3 "How can global climate observations better support national and international climate policies?", Jose Antonio Clemente, representing our Pilot Infrastructure & Transport Management, introduced the use of GEOSS in a presentation entitled: "Monitoring and prediction of atmospheric pollution in the five ports of Balearic Port Authority, BPA". EIFFEL's participation was amplified with a poster entitled "Climate Change application for supporting port infrastructure and transport environmental policies". The Conference facilitated an exchange on challenges and needs in regards to Climate observations which is of fundamental importance for reconstructing, monitoring, understanding, attributing, predicting, projecting, mitigating, and adapting to climate change. Prodevelop in collaboration with UPV and ICCS was able to interact with the 150 participants of the Conference from EO Scientific community, Universities, Research & Development Centers etc. (WMO, IOC, UN environment, EUMESAT, GCOS, Copernicus, ECMWF), emphasizing on the projects' results while enhancing opportunities for collaboration and synergies.

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3. Synergies with other H2020 projects-initiatives

In the spirit of synergy, EIFFEL partners organized/participated in conferences and webinars collaboration with other organizations/projects. Notably:

EIFFEL X MACARONIGHT: EIFFEL project was introduced through the MacaroNight on the 24th of September, 2021. MacaroNight, coordinated by La Palma Research S.L. for the years 2018-2019, received funding from the H2020 Programme of the European Commission as a Marie Curie Researchers Night action and brings the EuropeanResearchers' Night to the Macaronesian region, with the objective to introduce the work that EU-funded projects are doing and how the results from these projects can have an impact in their lives - focused on the Green Deal. The project reaches to Macaronesian researchers, either living in the outermost regions of Spain and Portugal or born there and living and working abroad to show the day-to-day life of researchers and the opportunities for young people in the islands to take up on science careers. For 2021, the project had as its theme the European Green Deal and its relationship and impact on ourterritory.

EIFFEL at Info Day on Copernicus data & services: More than 80 participants had the opportunity to delve into the EIFFEL project at the info-day on the European Union's Earth Observation Programme "Copernicus". The info-day, organized by the BEYOND Centre of Excellence of the National Observatory of Athens and Praxi Network on the 30th of November 2021, aimed to raise awareness in the Region of Northern Greece and inform the relevant players about the Copernicus EU Programme, as well as, to reach all the potential Greek recipients (intermediate or end users) of Copernicus and particularly to demonstrate the emerging opportunities from using Copernicus to new groups of people, previously not aware of it but potentially very interested. Our partner from DRAXIS Spyros Tsalageorgos, successfully showcased the EIFFEL project and particularly the horizontal tools on GEOSS and the Pilot applications, to attendees from private companies, innovative SMEs, research institutions and research members from academia. The event was published in the local e-newspaper of Northern Greece "TyposThes" with a special mention to the EIFFEL project.

4. Publications

During the reporting period 6 scientific papers, related to the project, were published in journals and conferences. More specifically:

Scientific publications:

1. G. Giannarakis, V. Sitokonstantinou, R. S. Lorilla, C. Kontoes. Towards assessing agricultural land suitability with causal machine learning. CVF. https://openaccess.thecvf.com/content/CVPR2022W/EarthVision/papers/Giannarakis_Towards_Assessing_Agricultural_Land_Suitability_With_Causal_Machine_Learning_CVPRW_2022_paper.pdf

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3. M. H. Ali, I. Popescu, A. Jonoski, and D. Solomatine. Review of scientific literature on the use of globally available remote sensed data products for distributed hydrological modelling. EGU22-10200. https://meetingorganizer.copernicus.org/EGU22/EGU22-10200.html

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5. Webinars

The main objective of the webinars/workshops are to promote the main results of the pilots, primarily to the public and private sector. There is a significant collaboration with the pilot leaders to produce the webinars. In this context and during the reporting period, the below events were conducted:

Two online workshops from partner Finnish Environment Institute SYKE: Our partner, Finnish Environment Institute SYKE organized two online workshops on 4th and 8th of April 2022, in order to present EIFFEL Pilot, Disaster Resilience: Drought, forest fire & pest risk assessment enhancing project collaboration. Aiming at clarifying the role of each stakeholder in the Communities of Practices (CoP) and discussing the next steps for project collaboration, the workshops emphasized on the needs and the expectations of each stakeholder as well as each stakeholder's contribution in each Pilot and the depth of its engagement. Stakeholders provided their feedback, data and other resources which will be leveraged for the Pilot applications. Researchers, policy-officers, expert organizations and governmental institutions from the domain of interest (e.g. Luke, Ministry of Agriculture and Forestry, Rescue services (under Ministry of the Interior, Metsäkeskus, Tapio, Metsäkeskus, ELY-centre of Varsinais-Suomi) expressed strong interest in the Pilot's objectives.

EIFFEL workshop "Operational services for ARD Sentinel raw data and products ready for the pilots": On the 8th of July our partners from the BEYOND Centre of the National Observatory of

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Athens (NOA) organized an online workshop entitled “Operational services for ARD Sentinel raw data and products ready for the pilots".

The main objective of the workshop was to provide a complete overview of the operational services for Sentinel data products to the EIFFEL Climate Change applications (Pilots) as well as to guide the participants into using the downloading and pre-processing scripts of Sentinel data provided by BEYOND Centre of NOA/IAASARS. The agenda included:

- Brief introduction to the Umbrella Sentinel access point
- Setting a virtual environment and installing the required datasets
- Sentinel Metadata search and available parameters
- Downloading Sentinel data
- Pre-processing Sentinel 1 and 2 data
- Vegetation indices’ estimation (Sentinel 2)
- Best practices for the installation, downloading and pre-processing procedure, and efficient solutions for storage capacity.

The workshop was targeted to EIFFEL partners involved with the Climate Change applications therefore, more than 15 members from academia and private companies attended the workshop, the majority of which were partners and technical implementers of the EIFFEL Climate Change Applications/Pilots (Work Package 5). Furthermore, through the real-time implementation of Milestone 4’s scripts, participants were provided with a detailed guidance for downloading and pre-processing Sentinel data relevant to their applications for Water and Land Use Management, Sustainable Agriculture, Transport Management, Sustainable Urban Development, and Disaster Resilience. The workshop showcased how the provided tools and scripts of Task 3.5 (Work Package 3) can be used to utilise large-scale Sentinel datasets, in terms of size of the study area and data frequency. Finally, the workshop was proven conducive to users’ in need of Sentinel data providing the ability to minimise the time and storage capacity that one would spend searching, downloading, cropping, and processing raw Sentinel data.

WaterForCE workshop: One internal workshop has been conducted in collaboration with the H2020 project Water-ForCE with the main objective to showcase EIFFEL project and exchange information as well as outputs in order to formulate user needs/requirements/user stories for new inland water quality/quantity services and products. Another focus was the alignment and inclusion of GEOSS related priorities to the Water-ForCE project. Due to confidential material the event was not published in the website.

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6 Evaluation

The main objective of Task 8.1 (WP8) Dissemination, Communication and plan promotional activities, is to ensure that the impact of the EIFFEL project will be maximized through an effective campaign of communication, dissemination and exploitation activities. The tools developed as part of the communication strategy were and will be leveraged in a holistic approach. Appropriate indicators to assess the impact of dissemination and communication include: a) Visits/views and engagement of website and social media using tools such as "Google Analytics"; b) Followers/connections, social media outreach, a popular indicator due to their widespread adoption; c) Number of scientific publications, academic citations; d) Participation/attendance in workshops, events, through EIFFEL presentations or demonstrations.

The detailed analysis of the impact of the individual activities of the project will be carried out in the course of the project as its activities develop. As an input to that end the following table summarises potential indicators.

Table 4. Evaluation KPIs (as described in DOW)

			Values up to date	Status
Increase awareness of scientific results	No. of scientific publications in peer-reviewed journals	8	**6**	On track
	No. of seminars & workshops organized	10	**10**	Achieved
	No. of non-project events where EIFFEL is presented	15	**6**	On track
	No. of participations in International Conferences (physically or virtually)	20	**11**	On track
Target a wide range of audiences using tailored communication tools	No. of visitors to the project website	10.000	**2.000**	On track
	No. of printed brochures & leaflets distributed	1.000	**470**	On track
	No. of posts on social networks relevant to project	600	**345**	On track
	No. of social media followers (Twitter, LinkedIn)	1000	**510**	On track
	No. of articles in popularized magazines	10	**22**	Exceeded
	No. of video views in YouTube	1000	**296**	On track
	No. of recipients of project e-news	2.000	**≈ 2.500**	Exceeded
Coordination & stakeholder engagement	No. of stakeholders in the EIFFEL CoPs	50	**>1.332***	Exceeded (*based on partners' feedback from diss. reports)

In the course of time and as the impact of the EIFFEL project maximizes and activities develop, more targets will be achieved.

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7 Next steps

The elements of the strategic communication plan presented herein will be updated and enhanced as the activities of the project progress.

Our aim is to ensure the positive impact of EIFFEL dissemination activities, as it is formulated in the goals of the project.

Communication and dissemination activities will continue to be designed, so as to ensure that each type of stakeholder is reached and provided with information and materials.

Reports on communication and dissemination activities, as well as more detailed presentation of the proceedings of events, conferences, workshops etc, will continue to be provided regularly. In the meantime, all project partners will be asked to provide information to Task 8.1 (WP8) on their activities so as to monitor and potentially boost communication output.

The main goals for the next period of the project is to:

1. Maintain continuous and direct interaction with WPs (WP2, 4 & WP7).
2. Organize workshops for EIFFEL pilot and applications in collaboration with the pilots.
3. Continue communicating success stories on a broader level.
4. Produce promotional short videos highlighting EIFFEL's success stories.
5. Continue disseminate services, products and data through dedicated communication actions.
6. Continue to raise awareness through exhibitions, conferences/webinars etc.
7. Update EIFFEL website as the project progresses and more activities kick off.
8. Develop an updated (M36) EIFFEL brochure/leaflet.

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