

DOMINO



Communication Strategy and Action Plan (CASP) D8.1

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| Document produced by | Michael Anranter, OIKOPLUS GmbH Thomas Stollenwerk, OIKOPLUS GmbH |
| Document verified by WP Leader | Thomas Stollenwerk, OIKOPLUS GmbH |
| Document authorised by Project Coordinator | Jean-Francois Vinuesa, AIRBUS Defence and Space SAS |
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* Please indicate the dissemination level using one of the following codes:

PU = Public,

PP = Restricted to other programme participants (including the Commission Services).

RE = Restricted to a group specified by the consortium (including the Commission Services).

CO = Confidential, only for members of the consortium (including the Commission Services).



EXECUTIVE SUMMARY

Communication and dissemination are a core part of the DOMINO-E project. They ensure that project activities, resources, and results are communicated to relevant stakeholder in a consistent, understandable, and effective manner. To outline communication and dissemination-related strategy and tactics, D8.1 Communication Strategy and Action Plan (CASP) identifies the key objectives for communicating and dissemination the DOMINO-E project and the means through which stakeholders will be targeted and engaged to maximise opportunities for the exploitation of project results at national European level.

This deliverable will serve as a reference for project partners when conducting DOMINO-E communication and dissemination activities. Delivered in M3, D8.1 will heavily inform all dissemination and communication activities to follow and set a baseline for the evaluation of the first (D.8.5), second (D.8.7), and third (D8.8) dissemination report. The document includes specific communication metrics and performance indicators (KPIs).

LIST OF PARTICIPANTS

| Participant No | Participant organisation name | Country |
|-----------------------|---|----------------|
| 1 (Coordinator) | Airbus Defence and Space SAS | FR |
| 2 | Capgemini Technology Services | FR |
| 3 | ITTI SP ZOO | PL |
| 4 | Oikoplus GmbH | AT |
| 5 | Office National d'Etudes et de Recherches Aéropitales | FR |
| 6 | Tilde SIA | LV |
| 7 | VVA Brussels | BE |
| 8 | Airbus Defence and Space GmbH | DE |

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APPLICABLE DOCUMENTS

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| DOMINO-E Grant Agreement | Ares(2022)7032529 | 10/11/2022 |
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| Acronyms & Definitions | |
|------------------------|---|
| <i>AB</i> | <i>Advisory Board</i> |
| <i>CA</i> | Consortium Agreement |
| <i>CASP</i> | <i>Communication Strategy and Action Plan</i> |
| <i>CB</i> | Coverage Service |
| <i>CBS</i> | <i>Communication Booking Service</i> |
| <i>D</i> | Deliverable |
| <i>DoW</i> | Description of Work |
| <i>DS</i> | Downstream |
| <i>EC</i> | European Commission |
| <i>EU</i> | European Union |
| <i>EO</i> | Earth Observation |
| <i>HaDEA</i> | <i>European Health and Digital Executive Agency</i> |
| <i>KPI</i> | Key Performance Indicator |
| <i>M</i> | Month |
| <i>No</i> | Number |
| <i>PU</i> | Public |
| <i>REA</i> | Research Executive Agency |
| <i>SDG</i> | Sustainable Development Goal |
| <i>SME</i> | Small and Medium Enterprises |
| <i>UAB</i> | User Advisory Board |
| <i>WP</i> | Work Package |
| <i>VAS</i> | <i>Virtual Assistant Service</i> |

1 INTRODUCTION

With the general intention of European and global Earth Observation and Aerospace industry to make more and more services from space attractive to private companies and companies outside the traditional aerospace industry, DOMINO-E operates in a unique communication field that ranges from consultant experts and data analysts to government officials and small and medium-sized enterprises. Particularly among the latter group, a community of innovation and capital strength has emerged over the past decades that is not to be underestimated and is also of central importance for DOMINO-E's communication work: cross-segmental, the total revenue for Earth observation data accumulated to € 536 million in 2021¹.

One of the key challenges in addressing this vibrant and fast-growing market with different stakeholders is to establish long-term contact. Informing our target groups about the results of research and innovation performance is one thing, whereas receiving feedback and confirmation, and entering into collaborations, is another. For this very reason, DOMINO-E's communication work will address stakeholders in a way that allows for dialogue throughout the duration of the project. This dialogue should help to advance research, overcome technical barriers, influence policy, and encourage small and large entrepreneurs to participate in DOMINO-E's federated layer supported better and faster access to observational data. The goal is to convince the various stakeholders that the solution proposed by DOMINO-E is a significant contribution to the democratisation of Earth observation.

Communication and dissemination of DOMINO-E resources, project outputs, and activities are key to ensuring that relevant stakeholders are effectively reached and engaged early in the project's work. Building on the projects Description of Work, this document presents the methodology of the DOMINO-E communication and dissemination plan, a preliminary overview of the project's key stakeholders, and the relevant channels, tools, and messages to be used to reach these audiences. Finally, it translates all approaches into concrete numbers and actions.

2 COMMUNICATION AND DISSEMINATION PLAN

DOMINO-E makes a significant contribution to the integration of satellites and ground segments, all of which provide complementary services for satellite-based Earth observation and data collection. The goal of DOMINO-E is to use a federated layer to create interfaces that increase the accessibility and responsiveness of data, while at the same time developing a user interface that allows people without a sound knowledge of satellite operations programming to send multi-mission requests. The dissemination and communication activities within DOMINO-E aim at maximizing the project impacts on the Earth Observation sector, increasing the accessibility and affordability of downstream data from satellites.

¹ [Earth Observation Market | EU Agency for the Space Programme \(europa.eu\)](https://ec.europa.eu/euspace/eos/eos-market-report-2021)

2.1 Communication and dissemination objectives

The overall objective of WP8 is to communicate the added value of the solutions developed in DOMINO-E to the stakeholders. The specific objectives of WP8 are:

- Providing a communication platform and tools for effective communication,
- Engaging the most relevant stakeholders for the implementation of the project (policy makers, enterprises, SMEs, and research institutions) with the aim of influencing policy and market environment in their favour.
- Informing about the main activities in the project work as well as the results through appropriate channels and tools such as brochures, news updates and white papers
- Support partners in communicating and disseminating their work and in creating consistency between different local dissemination and communication activities through identification,
- Creating initial awareness of the project and coordinating a series of dissemination actions carried out by the whole consortium to profitably disseminate the services developed in the context of DOMINO-E.
- Enhance the dissemination and exploitation potential by coordinating media activities at EU level and supporting efforts at national level through national media contacts of the partners.

2.2 Methodology

OIKOPLUS is the leader of WP8 Communication and Stakeholder engagement. As outlined in the Description of Work, WP8 produces a total of 8 deliverables all lead by OIKOPLUS (see table 1). Besides the deliverables, yet mentioned in the WP description, OIKOPLUS is responsible for producing communication materials such as press releases, general project presentations, leaflets, website content, event banners and similar communication materials. The tasks of OIKOPLUS in the framework of WP8 are:

- To coordinate the joint development of a Communication Strategy and Action Plan (CASP) and implement a first Engagement Workshop with external stakeholders. To monitor all activities relevant to communication and dissemination and regularly update the CASP target groups and associated communication vectors during the project
- To set up a dissemination and communication infrastructure (mainly a website with interlinked information channels), create regular content for those channels (news entries, case studies, reports) and publish project updates on social media.
- To support all academic and business partners in their efforts to present the DOMINO-E project at conferences and exhibitions.
- To produce editorial formats including two project brochures that inform about the technical standards and interfaces the modular ground segment uses. To maintain contact with relevant media and produce sponsored content for relevant media outlets.
- To develop and implementation of a B2B strategy aimed at SMEs, including a webinar series informing about the DOMINO-E project deliverables and whitepaper, and an E-mail lead nurturing campaign intended to attract new SMEs and developers and make them aware of the possibilities of the technologies developed within the DOMINO-E framework.

2.3 The role of work package (WP8) within DOMINO-E

With the first WP dedicated to management and WP3-6 dedicated to the design, implementation and testing of technologies related to the multi-mission federated layer DOMINO-E is developing, WP7 and WP8 are both work packages oriented to the stakeholders. They shall facilitate the process of exchange of information and dissemination of the results achieved in the projects, while fostering business opportunities to the after-project. The main objectives of WP8 are to “establish a workshop series building and maintaining a shared project identity building on an explanatory and transparent communication approach throughout the project”, to “develop a Communication Strategy and Action Plan (CASP) that ensures the widest possible awareness and outreach of the project among identifies relevant target groups”, and to “implement dissemination and communication activities” outlined in the CASP.

2.4 Legal frameworks; Description of Work

The most important outcomes of WP8 are defined in the deliverables D8.1 to D8.2 and in milestone M2.

| Deliverable No | Deliverable name | Lead Participant | Dissemination level | Delivery date |
|----------------|---|------------------|---------------------|---------------|
| D8.1 | Communication Strategy and Action Plan | OIKO | PU | M3 |
| D8.2 | Engagement Workshops completed | OIKO | PU | M3 |
| D8.3 | Project website (continuously updated to M36) | OIKO | PU | M3 |
| D8.4 | Project brochure | OIKO | PU | M6 |
| D8.5 | First dissemination report | OIKO | PU | M12 |
| D8.6 | Project brochure V2 | OIKO | PU | M18 |
| D8.7 | Second dissemination report | OIKO | PU | M24 |
| D8.8 | Third dissemination report | OIKO | PU | M36 |

Table 1: List of deliverables aligned with WP8

The milestones do the Dissemination and Communication of the DOMINO-E project are:

| Milestone No. | Milestone name | Due date (in month) | Location | Means of verification |
|---------------|----------------------|---------------------|------------------------------|--|
| M2 | Engagement workshops | 3 | Toulouse + Online Conference | Participation of entities (industry and institutions) not members of the consortium) |

Table 2 List of Milestones relevant to WP8

This strategy will be available to all project partners for guidance. It has been developed with reference to the European Research Executive Agency “[Communicating about your EU-funded project.](#)”

2.5 Internal Communication

Internal communication is the basis for an efficient and smooth implementation of the project and simultaneous maximisation of the results. Importance is attached to internal WP communication, with WP lead and WP partners in direct exchange. Regular partner meetings provide the opportunity for regular exchange beyond the work packages.

To coordinate external communication, the WP8 leader sends regular e-mails to selected partners or the entire consortium. All partners are requested to integrate the project communication intended for the public into their own communication channels, e.g., newsletters. They are encouraged to implement a multiplier effect and create a cluster-and-ripple impact that brings high visibility, traction, and outreach for the project. In addition, all partners are invited to approach OIKOPLUS staff themselves to suggest communication services related to the DOMINO-E project. This includes support in the creation of graphics, texts for the press or other.

Finally, internal communication may also take the form of acquiring information from partners about their respective internal and external events to communicate properly around their priorities. This can include contacting events to place the project on a panel at a conference when the theme is relevant and related to advancing the goals of the project. This content-driven form of public relations and marketing can also be used for elaborating on an editorial series with the partners to place content with media outlets.

2.6 Non-Disclosure, Intellectual Property and Sensitive Outcomes

DOMINO-E is a three-year Innovation Action (IA) led by Airbus Space and Defence. The consortium is made up of seven partners: most of them with IPR sensitive background knowledge. Thus, special attention is paid to the communication of results classified as "sensitive", according to Article 17.4 of the Grant Agreement and its Annex 5, where a specific publication procedure is foreseen for such results. This procedure states that partners should be informed 45 calendar days before publication. From the date of information, partners have a total of 30 days to submit a reasoned objection to the publication to the project coordinator. Grounds for objection are defined in Article 8.4.2.2 of the CA. If no objection is received, the communication is considered approved. OIKOPLUS does not allow the communication and publication of the background assigned to the partners without the consent of the partners.

3 STAKEHOLDERS

The basis for the communication strategy and action plan is a stakeholder analysis, which was done in cooperation with the project coordinator and based on their experiences in previous projects. It was essential to understand how DOMINO-E can influence different stakeholders and how the implementation of the project itself can be influenced by stakeholders. The stakeholder analysis thus supported the consortium, and in particular leaders of WP7 and WP8, in defining the central cornerstones for a successful exploitation and communication strategy.

Starting from the exploitation-oriented stakeholder analysis conducted in the context of the application process (and likely to be further developed in D7.2 "Market and Commercialisation Analysis" in month 18) we took advantage of the communication and engagement workshop to personas with specific communication needs and targeted messages. The individual personas were assigned to the 3 categories: **pioneers**, **enablers**, and **enhancers**. In the table that follows the explanations of the individual categories, all the stakeholder groups mentioned in the research proposal, in the internal communication workshops and during the preparation of the CASP are listed and linked to specific key messages.

While categorising stakeholders into pioneers, enablers, and enhancers, a note must be made on the relationship between stakeholder influence and communication work. In order not to exceed resources, the focus of DOMINO-E communication work is on those stakeholders with the greatest influence on a successful implementation of DOMINO-E. This applies to selected enablers but especially to personas associated to the category of pioneers. As for now, personas attributed to the group of multipliers seem to be a less relevant group of addressees.

3.1 Pioneers

The group of pioneers is formed by the potential end users, as well as the market actors involved in the development of EO-based services. In more detail, the Pioneers include individual actors from the academic and private sectors with an interest in improved data collection, ministries, and agencies with established but improvable applications for EO, security policy actors and agencies, SMEs and start-ups interested in developing new EO-based technologies and services, NGOs, and organisations with a mandate to monitor changes on the Earth's surface (especially in relation to the SDGs). All these stakeholders will be engaged in the project on a regular basis and with targeted actions and formats.

There is a particular focus on private sector and development-oriented market actors. Represented by established small and medium-sized enterprises, as well as start-ups and industry, private sector market actors will be developed formats already in the early project phase to inspire them to develop new services made possible by the combination of imaging technologies and various satellites. Companies already active in space, earth observation and remote sensing are particularly targeted. Attracted by engagement workshops (D8.2) and a lead-nurturing campaign, and further directly addressed by a webinar series, as well as presence at exhibitions and conferences, these small, medium, and industrial innovation drivers form a nucleus for the development of new, easy-to-use satellite-based data collection and processing for end customers.







| | | |
|---|---|--|
|  | <p>Paul Expert, 40. German.</p> <p>Experience: Former EO subsystem manager and Head of aerospace division</p> | <p>Occupation: International consultant</p> <p>Interested providing consultation to governments about EO system acquisition.</p> |
|  | <p>Dennis, 23. Belgium.</p> <p>Experience: Knowledgeable about the development of consumer solutions based on EO/GNSS platforms</p> | <p>Occupation: Research analyst for SME</p> <p>Interested in developing EO-based solutions for on-demand mapping services, environmental monitoring, and infrastructure maintenance.</p> |
|  | <p>Ana, 52. Italian.</p> <p>Experience: Limited, but feels like EO is a promising field of application for her students</p> | <p>Occupation: University Professor</p> <p>Interested in accessing EO as a new field for develop, testing, and optimising AI.</p> |
|  | <p>Francisco, 45. Spanish.</p> <p>Experience: Has planned/scheduled satellite missions but not multi-mission.</p> | <p>Occupation: Independent researcher</p> <p>Interested in testing the algorithms he developed to optimize the planning and scheduling of missions.</p> |
|  | <p>Marcello, 40. Italian</p> <p>Experience: EO-related image processing</p> | <p>Occupation: Technical Specialist (Statistics and Data Analyst)</p> <p>Interested in assessing deforestation process of main forests around the globe.</p> |
|  | <p>Dina, 40. Swiss.</p> <p>Experience: sufficient knowledge on imaging technology to program own queries.</p> | <p>Occupation: Data Analyst</p> <p>Interest in adapting her calculating model for district heating networks based on the shadows of buildings.</p> |
|  | <p>Hans, 33. German</p> <p>Experience: Has worked with GIS-data before</p> | <p>Occupation: PostDoc Researcher focusing on Bio-Resource Management</p> <p>Interested in EO-based methods</p> |

Figure 1: Jointly developed personas attributed to "Pioneers"

3.2 Enablers

A major focus of the work in the context of DOMINO-E is the development of cross-satellite and inter-system interfaces and technical standards, which in turn must be accepted and consolidated by the public authorities. To support the development of EO-based services suggested by the project, legal certainty on the one hand and the

medium- and long-term securing of the availability of innovation and risk capital on the other hand are necessary. From this perspective, national and European decision-makers become enablers. The aim of WP8 will be to inform and encourage these enablers and to shape the framework conditions in such a way as to minimise the obstacles and barriers to becoming active in the EO industry.

The publication of a white paper on the technological standards and norms of interfaces developed in the DOMINO-E project is one of the most important documents for removing existing barriers and will be proactively communicated to decision-makers. In addition, the responsible EU institutions will be informed about the results and challenges regarding the integration of small and medium-sized enterprises into the project.


| | | |
|---|--|--|
|  | Jean Charles, 50. French. Experience: High resolution and high revisit optical system operations. | Occupation: Program Director at the French National Space Agency Interested in site surveillance and chance detection. |
|  | Pierre, 50. French. Experience: Costumer of EO systems | Occupation: Space project manager at the Ministry of Defence Interested in using EO technique for national and European security projects |
|  | Paul Lionel, 45. French. Experience: None | Occupation: Mission Head at the French DG Enterprise Interested in developing French and EU competitiveness |

Figure 2: Jointly developed personas attributed to "Enablers"

3.3 Enhancer

Enhancers are valuable for the broader communication and dissemination of the results of the project. Here, the aim is to raise awareness among research institutions and relevant networks about the project-related challenges and how to overcome them. Therefore, the presentation of the project at scientific and technological conferences is of particular importance, as are publications in specialist journals.

Multipliers entail also other research and innovation projects, partly funded in the context of Horizon Europe or other research and innovation funding. In this context, the regular exchange with colleagues from Domino-X, which is internalised at the partner Airbus Space and Defence and is concerned with improved interoperability of the ground segments, should be emphasised.

Finally, media relations including sponsored content will contribute to making the results of the project palatable to a broader public. The key messages we want to convey:

- DOMINO-E increases data quality for data from space.
- DOMINO-E makes Earth observation accessible to everyone.
- DOMINO-E democratizes Earth Observation







| | | |
|---|--|---|
|  | <p>Maria, 21. Poland.</p> <p>Experience: As an interested writer and blogger.</p> | <p>Occupation: Tourism studies</p> <p>Interested in site surveillance and chance detection.</p> |
|  | <p>Stefan, 50. German.</p> <p>Experience: Laymen, no respective work experience</p> | <p>Occupation: Highschool teacher</p> <p>Interested with regards to teaching his classes geography and physics</p> |
|  | <p>Dave, 44. Belgium.</p> <p>Experience: Little experience but convinced about professional potentials of EO</p> | <p>Occupation: Institutions Officer</p> <p>Interested in applying EO-based sensing techniques to evaluate the progress of SDGs.</p> |
|  | <p>Darren, 21. Netherlands.</p> <p>Experience: Little; only about mapping services.</p> | <p>Occupation: Student</p> <p>Interest in EO is of a general kind. Potential future field for future profession.</p> |
|  | <p>Lily, 31. Poland.</p> <p>Experience: None</p> | <p>Occupation: Artist</p> <p>Interested in inspiration for her artwork based on birds-eye-view photographs.</p> |
|  | <p>Daniela, 23. German.</p> <p>Experience: Basic knowledge from aerospace lectures</p> | <p>Occupation: Student in Aerospace</p> <p>Interested in the broader domain of EO as a potential research and internship topic.</p> |

Figure 3: Jointly developed personas attributed to "Enhancers"

3.4 Target groups and key messages

| Target Group | Message: DOMINO-E... |
|--|--|
| Enablers Policymakers, EU Institutions Officers, Government Officials, Regulators, Program Managers, Space Agencies | ...connects missions and ground stations with high interoperability ...allows cooperation between data-generating systems ...increases the quality, availability, and reactivity of DS data ...makes EO data collection more accessible, more intuitive, and more cost-efficient ...fosters a rich environment of high-expertise services that ease the access to EO data boosts innovation and competitiveness in the European EO industry and creates new job opportunities ...makes the development of novel EO-based services more attractive and more affordable ...serves the democratization of EO data |
| Pioneers Industry Associations, Private sector stakeholders, Technology providers, SMEs, Academic staff, Data Analysts, AI experts, EO consultancies | ...allows you to access complementary data in one mission ...reduces hurdles for mission programming and EO-based data collection ...enables you to access multi-spectral data without knowing the satellite you need ...simplifies the formulation of data requests ...supports you in choosing the datasets you need and in defining the specs needed to acquire new ones ...lets you focus on needs rather than methods for data collection ...speeds up the data generation and data selection process ...allows you to receive a constant flow of data in comparative quality ...proposes an optimal cost/benefit solution ...decreases the price for satellite-based data and information |
| Enhancers Environmental agencies, Media, Laymen, General Public, Young researchers | ...makes satellite-based data collection more accessible, more intuitive, and more cost-efficient ...provides tools to observe the amount of water in the ground, forestation, roads conditions, natural resource extraction through large area observation ...enables you to enhance the panel of complementary KPIs that assess the evolution of impact of human activities ...expands horizons through the combination of federated EO missions ...allows for new data and thus changes how we look at the world |

Figure 4: Stakeholder categories linked with key messages

4 PROJECT IDENTITY

A coherent graphical identity is essential for branding the project and increasing the effectiveness of communication with external stakeholders. The project brand encompasses the theme of the project and the general culture that the consortium communicates, namely the single-minded work on cutting-edge technology to enable opportunities for the world and the European market in the context of satellite-based Earth observation. An effective identity allows the target audience to easily identify and recognise the DOMINO-E project, its activities, and its outputs.

4.1 Project logo

Logos are a point of identification, they are (or should be) a succinct and efficient means of communicating about the 'brand'. The project name and the actual modularity of the innovation project are reconciled in the visual project identity by the recurring element of the dominoes. In its simplicity and through subtle references in the colour scheme and choice of font, the logo also stands out from other projects in the field of earth observation in this respect, without having to forego the reach of the radiance of its project lead.



Figure 5: Primary Logo

The DOMINO-E logo consists of a distinctive combination of the lettering "Domino" and a domino. The single dot in the upper half of the domino represents a stylised satellite. The "E" in the lower part of the domino is interchangeable. This provides interoperability not only in technology but also in its visual identity.



Figure 8: Logo variant blbl



Figure 7: Logo variant blb



Figure 6: Logo variant bb

The logo is utilised on social media platforms and other communication materials as needed.

4.1.1 Visual Identity Guidelines

The visual identity of the project will help to ensure consistency and recognition across all DOMINO-E communication products, materials, and channels. Experience in previous projects has shown that it is not always easy to ensure that the communication of the different project partners in different countries and communication channels is really characterized by a uniform visual identity that is constantly and consistently maintained. Based on this decision, DOMINO-E has therefore decided to focus on low-threshold and accessible visual identity.

This means that communication should not be restricted by high design requirements and that it should be made as easy as possible for the different project partners to follow the specifications and standards for the visual identity of the project.

All dissemination and communication material will reflect the graphic standards established for the project. To this end, logo files (optimised for different uses and in for different formats) are available to all partners through in the Media Kit uploaded to the project website and upon request via E-mail.

4.1.2 Color Scheme

The use of uniform colour designs is also central to the recognizability of DOMINO-E communication materials. Here, OIKOPLUS, together with the coordinator selected one additional colour to be added to standard black and white. This colour links with the Airbus visual identity and is two colours for the visual identity of the project: a shade of blue (Hex Colour #002059). The combination of these colours is to be used as accent colours in communication materials, such as headlines and subtitles, but also for infographics, schematic representations, etc.

4.2 EU LOGO

Unless the Agency requests or agrees otherwise or unless it is impossible, any dissemination material on any media must indicate that DOMINO-E received funding from the European Union's HorizonEurope programme. It should display the European Union emblem (flag) and the acknowledgement of funding, i.e., a sentence indicating the name of the programme the source of project funding. This is a commitment to carry out communication actions and maximize their impact while ensuring the transparency and visibility of the European Union's funding activities.

Accordingly, the EU flag along with the declaration that "This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082230" will be used by DOMINO-E in all its communication material and the project website. The EU flag should not be smaller than any other logo besides the project logo.



This project has received funding from the European Union's
Horizon Europe research and innovation programme under grant
agreement No 101082230.

Figure 9: EU Flag and Fund mention

4.3 Templates

The PowerPoint presentation, the deliverable and the agenda templates have been created to be used by the partners for deliverables and presentations for all external and internal events, meetings, etc., based on a common look and feel. The templates have been designed by OIKOPLUS and have been validated by the coordinator.

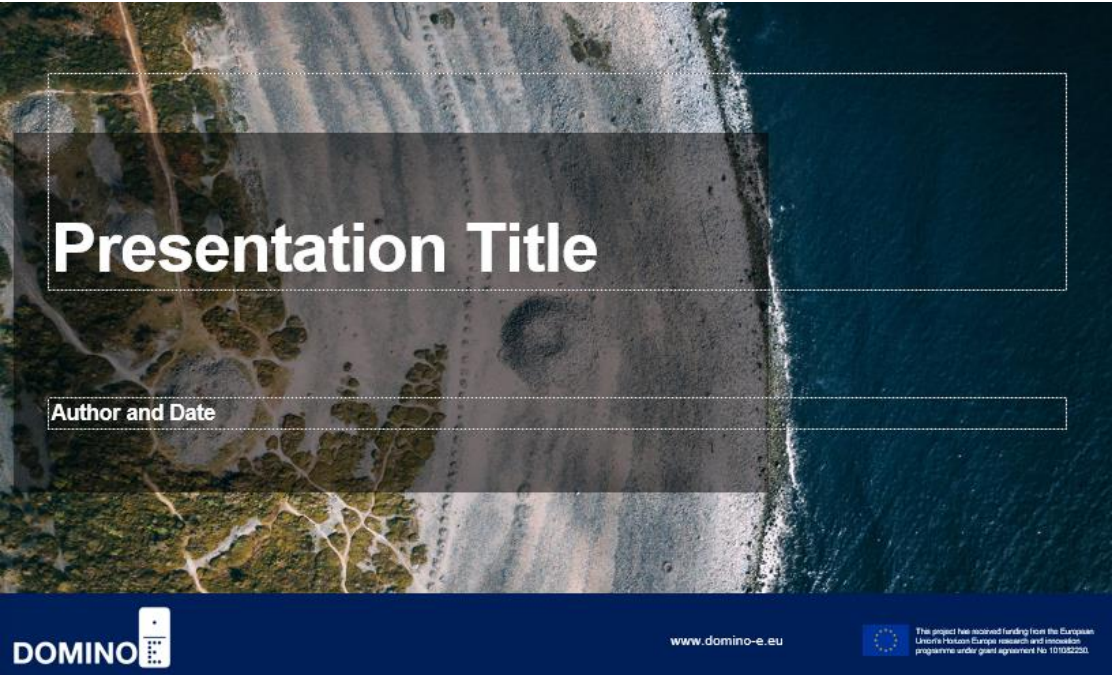




Figure 10: First slide PPT Template


This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082230.



Deliverable title

D X X

| | |
|--|--|
| Grant Agreement number | 101082230 |
| Call identifier | HORIZON-CL4-2022-SPACE-01 |
| Project Acronym | DOMINO-E |
| Project title | Earth Observation Multi-mission federation layer |
| Funding Scheme | Horizon Europe Innovation Action (IA) |
| Project Starting date | 01/11/2022 |
| Project Duration | 36 months |
| Project Coordinator | Airbus Defence and Space |
| Deliverable reference number and full name | DXXXX.X – Full Deliverable Title |
| Delivery Date | DD/MM/YYYY |
| Issue | XX |
| Document produced by | Name and Surname + affiliation |
| Document verified by WP Leader | Name and Surname + affiliation |
| Document authorised by Project Coordinator | Name and Surname + affiliation |
| Dissemination Level | PU/PP/RE/CC * |

* Please indicate the dissemination level using one of the following codes:
PU = Public,
PP = Restricted to other programme participants (including the Commission Services).
RE = Restricted to a group specified by the consortium (including the Commission Services).
CC = Confidential, only for members of the consortium (including the Commission Services).

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www.domino-e.eu 

Figure 11: First page Deliverable template

5 COMMUNICATION PLAN

All communication to externals is the transmission of the DOMINO-E project to stakeholders outside the project consortium. For optimal outreach to these stakeholders, DOMINO-E builds on a mixed approach with a central communication hub and plenty of communication formats and activities backlinking to that source.

5.1 DOMINO-E website

The DOMINO-E website hosted on www.domino-e.eu is the main communication and dissemination platform that shall allow stakeholders access the project news and results launched. Being one of the key dissemination and communication channels, the website is also a deliverable (D8.3; month 3) submitted to the project officer for evaluation together with the first version of the Communication strategy and Action Plan (D8.1; month 3).

With regards to communication and dissemination, the key aims of the project website are to 1) serve as a primary reference point for DOMINO-E, and 2) to act as a resource hub for research on issues relevant to DOMINO-E. As a primary reference point, the website explains the project's aims, provides latest news updates, provides documents for download, and displays social media activity related to the project. With regards to its role as a resource hub, it provides updates on research developments that have an impact on or are of interest to the projects' focus.

While being described more thoroughly in the respective deliverable D8.3, the DOMINO-E website contains the following menu and features that are subject to change and adaptation as the project progresses.

- Landing page
 - Project logo/ animated visual/ tagline
 - Call to action (temporary; used for upcoming events only)
 - Partner Overview
 - Social Media News
 - Newsletter Subscription
- News
 - Newsletters
 - Blog entries about relevant topics
 - Event announcements + reports
- Project output
 - DOMINO-E related publications and presentations (incl. deliverables)
 - DOMINO-X related public publications and presentation
- Media Center
 - Media Kit (Logo/Images/project description; to be completed in 02.2023)
 - Press releases
- About
 - Project description incl. the challenge, objectives, and vision of DOMINO-E
 - Description of central work packages (to be completed in 02.2023)
 - Project timeline (to be completed in 02.2023)
- Contact
 - Contact form

The website is GDPR-compliant, and all visitors can access and read the privacy policy.

The website is continuously updated throughout the project duration. Improvements with regards to Search Engine Optimization are made by the support of Yeost. Website traffic is monitored via Google Analytics.

5.2 Social Media

DOMINO-E is active on Twitter, LinkedIn, and YouTube. Twitter and LinkedIn are the two main social media channels relevant also for networking with industry-specific projects. While LinkedIn is more important to share in depth insights with people interested in remote sensing and earth observation, Twitter is mainly used for rapid news alerts and project updates. DOMINO-E project activities, news, and findings will be processed to and expressed in infographics, shareables, and other visual formats that add value to how the project is transmitted to broader audiences. As for YouTube, the aim is to create an online video repository for public sessions.

Content planning for social media develops around the key activities and public deliverables in DOMINO-E. To increase visibility and engagement with not only project-specific communications, the sharing of relevant news articles on the main thematic focuses on DOMINO-E such as earth observation, remote sensing, satellites, and ground segments will gain focus on a broader level.

Social media planning for DOMINO-E includes:

- Aims of DOMINO-E
- DOMINO-E activities/ events
- Project deliverables and findings
- Policy updates
- Relevant industry news
- EU institution news
- Sharing related videos/ multimedia
- Featured people, partners, stakeholders
- Featured cognate projects and satellites
- Supporting relevant EU project news
- Postings related to relevant anniversaries and festive days

5.2.1 LinkedIn

LinkedIn profile: <https://www.linkedin.com/company/88068447/>

Hashtags: #EarthObservation #DominoE #remotesensing

5.2.2 Twitter

Twitter handle: @DominoE_HEurope

Hashtags: #DominoE #EarthObservation #remotesensing

5.2.3 Youtube

YouTube Name: DominoE HEurope

5.3 Project Brochures

Two brochures will be developed during the project. Both have deliverable status (D8.4 and D8.6) and are due in project months 6 and 18. The project brochures are designed to provide stakeholders with a simple yet comprehensive overview of DOMINO-E. The brochures are structured as follows:

- Introduction of project and consortium
- Vision and values
- Description of the innovation process
- Service and service offer
- Supporting Documents & References
- Contact Information and links

In terms of format and identity, the project brochure follows the DOMINO-E visibility guidelines.

5.4 Lead nurturing campaign

One of the centrepieces of the communication work is the lead nurturing campaign. As an automated yet personal email campaign, it is designed to help reactivate inactive leads, provide a loyal base with the latest results from DOMINO-E and make exclusive offers in the context of the webinar series. The immediate objectives of the Lead nurturing Campaign in DOMINO-E are:

- the introduction of new leads to DOMINO-E and the Domino-E value proposition
- the onboarding of interested companies to the exclusive webinar series (see 5.6.1)

A special feature of the DOMINO-E lead nurturing campaign, apart from the personal level and the informative content, is that every offer, e.g. to participate in the webinars, is based on the previous behaviour of the addressees. In this respect, the lead nurturing campaign also represents a kind of selection criterion for participation in the webinars.

5.5 Conferences, Congresses, and Journal Articles

Networks are created, consolidated, and grown by meeting other people. The diversity of the DOMINO-E consortium allows for using combined forces to communicate on the objectives and progresses of the project. This diversity also helps as to reach a large audience in all segments of the EO industrial and scientific landscape (space and ground segments including up-, mid-, and downstream) and across target types of audience (scientific, industrial, service providers, users etc.). Dissemination towards traditional scientific and technical audiences are performed through publications and participation in conferences and congresses.

5.5.1 Academic conferences

- International Conference on Autonomous Agents and Multiagent Systems (AAMAS)
- International Joint Conference on Artificial Intelligence (IJCAI)
- International Conference on Principles and Practice of Constraint Programming (CP)
- European Conference on Artificial Conference (ECAI)
- International Conference on Automated Planning and Scheduling (ICAPS)
- International Conference on the Integration of Constraint Programming, Artificial Intelligence, and Operations Research (CPAIOR)
- IEEE International Conference on Space Optical Systems and Applications (IEEE ICSOS)
- IEEE Aerospace Conference

- International Conference on Space Operations (SpaceOps)
- International Symposium on Artificial Intelligence, Robotics and Automation in Space (i - SAIRAS)
- SPIE Remote Sensing conferences
- ESA Living Planet Symposium 2022

5.5.2 *Business conferences & exhibitions*

- EU Space Week
- Industry Space Days
- ESA Phi week
- World Satellite Business Week
- INTERGEO
- SPACE Downstream Innovation Days
- GeoBiz summit
- Space Tech Expo
- SpaceTech and Digitalisation
- Space2Business
- International Space Convention

A frequently updated list of relevant events and conferences is provided by the European Union space Agency for the Space Program (EUSPA). Url: [Event highlights | EU Agency for the Space Programme \(europa.eu\)](https://www.euspa.europa.eu/en/programmes-and-projects/communication-programme/eu-space-programme)

5.5.3 *Journals*

- IEEE Access
- AI Communications
- Acta Astronautica
- International Journal on Planning and Scheduling (IJPS)
- Journal of Aerospace Information Systems
- IEEE Transactions on Earth Observation
- IEEE Intelligent Systems
- European Journal on Operation Research (EJOR)
- Operations Research
- Computers & Operations Research

5.6 Project Events

Other than conferences and exhibitions, project events are internal events organised by the coordinator and the respective work package leads to advance the implementation of the project goals. Such events include Steering Committee meetings with and without the HaDEA project officer, learning workshops such as the Communication Workshops, but also Engagement workshops (D8.2) meant to pitch the DOMINO-E vision, approaches, and results to people external to the project and the jointly developed webinar series to inform stakeholders about the new standards and interfaces developed during the project in an early stage.

5.6.1 Webinar Series

The webinar series scheduled for the second half of the project, is to allow EO service developers and potential future customers insights to technical details to better understand the DOMINO-E multi-mission federated layer. The main content for the webinar series builds on D6.3 “Demonstration of the CS”, D6.4 “Demonstration of the CBS”, D6.5 “Demonstration of the VAS.”

5.7 Cognate Projects

Collaboration and joint dissemination with other projects, some EU-funded and some funded by national research funding agencies, are used to increase the reach of DOMINO-E.

While the joint communication of DOMINO-E with other development projects belonging to the project series and led by Airbus with the titles DOMINO-X and DOMINO-A is obvious, cooperation with the following projects funded in the context of the Horizon Space Calls between 2021 and 2022 was meant to be promising:

- End-to-End Earth Observation Systems and Associated Services
 - SOPHOS
 - IIMEO
- Evolution of Services of the EU space programme components: Copernicus
 - CERISE
 - CAMEO
 - CENTAUR
 - ACCIBERG
 - NECCTON
 - CORSO
 - EVOLAND

Other relevant research and innovation projects with partner involvement that may lever for communication and dissemination are:

- AI4GEO
- THEIA Data Hub
- ComPRISE
- StairwAI

5.8 Media Relations

Media presence is essential to inform the target groups of DOMINO-E and the interested public about the project. The role of the media is not only to raise awareness about DOMINO-E, but also to communicate results, outcomes and calls for action. Part of OIKOPLUS' mandate is to ensure media attention for the duration of the project. For interested media, a media package will therefore be made available for download on the project homepage; selected media will be sent this package. Relationships with journalists and relevant outlets will be maintained throughout the duration of the project. Actively contacted journalists and media outlets are listed in the table below:

| Media Outlet | Journalist | Link |
|---------------|------------|---------------|
| SpaceNews.com | Jeff Foust | spacenews.com |

| | | |
|------------------|---|--------------------|
| | Brian Berger Andrew Jones | |
| SpaceQ | Marc Boucher | spaceq.ca |
| PhysOrg | No journalist | phys.org |
| EarthSky | Paul Scott Anderson Bruce McClure Deborah Byrd Kelly Kizer Whitt | earthsky.org |
| Universe Today | Matt Williams | universetoday.com |
| The Space Review | No journalist | thespacereview.com |
| Futurezone | Franziska Bechtold | Futurezone.at |
| FillingSpace | No journalist; category: business | filling-space.com |

Figure 12: Overview on selected Media Outlets

5.9 Paid content and advertorials

The WP80 leader, OIKOPLUS, has a limited budget to fund sponsored content and advertorials. This budget is to be used to support three objectives:

- Promotion of relevant posts and announcements on social media to increase reach and generate awareness.
- Sponsored communication of critical results and outcomes accessible to the public in high-reach media
- Promote third-party participation in webinars and other stakeholder-centric formats.

6 MONITORING

To bolster communication efforts on partners' activities that also impact dissemination, OIKOPLUS GmbH has circulated a shared tracking form for all DOMINO-E partners. Within that form, partners report their respective activity/ event, details of that very activity, as well as respective stakeholders engaged.

To track the project's progress and impacts throughout its duration, OIKOPLUS creates a KPI dashboard breaking down specific KPIs for the DOMINO-E website.

Additional, centrally tracked communication KPIs are to be included Periodic communication reports (D8.5, D8.7, D8.8).

| Communication platform | KPIs |
|--------------------------------|--|
| Website | Pages visited, Backlinks, Material downloads |
| LinkedIn/Twitter | Followers/Impressions |
| Videos (Youtube) | Views |
| Engagement workshops | Number organized/participated to |
| Scientific conferences | Number organized/participated to |
| Scientific Journals/Papers | Number submitted/ published |
| Lead Nurturing E-mail Campaign | E-mails sent & response rate |
| Webinar Series | Number of participants |
| Whitepaper | Whitepaper downloads |
| Exhibitions/Conferences | Number organized/participated to |
| Face-to-Face Meetings | Number of meetings |

Figure 13: KPIs related to Communication platform

7 COMMUNICATION AND DISSEMINATION ACTION PLAN

