

# DOMINO



## Engagement Workshops completed D8.2

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\* Please indicate the dissemination level using one of the following codes:

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## EXECUTIVE SUMMARY

The Engagement Workshops are a series of four workshops in total that will be instrumental in shaping future communications work in DOMINO-E. Specifically, deliverable D8.2 Engagement Workshops completed, links the work necessary for the development of D8.1 on stakeholder groups, the corresponding key messages, and the channels and formats with the actual communications work in the project. The engagement workshops were concluded with a workshop open to the public on January 26, 2023.

## LIST OF PARTICIPANTS

<b>Participant No</b>	<b>Participant organisation name</b>	<b>Country</b>
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## APPLICABLE DOCUMENTS

<b>Ref. / Document Title</b>	<b>Ref</b>	<b>Date</b>
DOMINO-E Description of Work	Version1	29/09/2022
DOMINO-E Grant Agreement	Ares(2022)7032529	10/11/2022
DOMINO-E Consortium Agreement	VF	14/11/2022

## DOCUMENT CHANGE RECORD

<b>Issue</b>	<b>Change Author</b>	<b>Date</b>	<b>Page / paragraph affected</b>
v1	Michael Anranter	30/01/2023	Set up document structure
v.1.1	Michael Anranter	27/02/2023	First version ready
v.1.3	Thomas Stollenwerk	27/02/2023	Final version submitted to project coordinator
v.3	Michael Anranter	13/12/2023	Revision according to remarks from PO
v.3	Michael Anranter	31/01/2024	Revision according to remarks from PO



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<b>Acronyms &amp; Definitions</b>	
<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>



## INTRODUCTION

As outlined in the overall project description but also in D8.1, the main intention of the project is to make a substantial contribution to the European and global earth observation (EO) and aerospace industry. The key ambition of DOMINO-E is to make Earth observation more attractive to private companies, public service providers, and individual stakeholders like consultant experts, data analysts, government officials, and small and medium-sized enterprises. The overall revenue of the sector addressed by the improvements implemented by DOMINO-E touched €536 mio. in 2021<sup>1</sup>.

One of the key challenges in addressing this vibrant and fast-growing market with different stakeholders is to establish long-term contact and exchange. In order to initiate and establish this long-term relation with stakeholder groups relevant for the project already in the innovation phase, first of all persona's and key messages were defined for the stakeholders. The next step was to define the possible communication channels and to identify potential pitfalls. Finally, D.8.2 and M2 Engagement Workshops were achieved with the organization of an online presentation targeting SMEs and other stakeholders with an interest in joining forces to develop new business cases and make EO more accessible.

Building on the projects Description of Work, this document presents the methodology and results of the DOMINO-E Engagement Workshops. Also, it documents all communication and dissemination activities related to the respective workshops.

## DOMINO-E STAKEHOLDER ENGAGEMENT WORKSHOPS

The Domino-E stakeholder engagement workshops make a significant contribution to achieving the project goals. They are designed to engage the potential target groups for the further development and purchase of upstream and downstream services offered on the federated layer at the earliest possible stage.

### 1.1 Objectives: Stakeholder Engagement Workshops

While the overall objective of WP8 is to communicate the added value of solutions developed in DOMINO-E to stakeholders, the specific objectives of the D.8.2 were:

- to initiate a promising and long-standing engagement process with relevant stakeholders important not only for the overall development process, but also for the early adoption of project results (e.g policy makers, enterprises, SMEs, and research institutions).
- to share the Domino vision, the scientific and technological challenges and potential business opportunities with our stakeholders
- to invite them and motivate them to inform themselves and stay tuned about the project and its results (partly to be shared in the context of a webinar series that shall promote

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<sup>1</sup> [Earth Observation Market | EU Agency for the Space Programme \(europa.eu\)](https://ec.europa.eu/euspace/eu-space-programme)

- and explain D6.3 “Demonstration of the CS”, D6.4 “Demonstration of the CBS”, D6.5 “Demonstration of the VAS.”
- enhance the dissemination and exploitation potential of DOMINO-E on EU level.

## 1.2 Relation to Domino-E work packages, deliverables, and milestones

Embedded in WP8, there are numerous overlaps with other deliverables and work packages. First and foremost, D8.2 interlinks with D8.1 “Communication Strategy and Action Plan (CASP)”. For the invitation management instead, it builds on D8.3 “Website”. Beyond WP8, the most important entanglements are with WP7 that is to define the commercialization of the project results.

In fact, the results from the internal workshops already compiled in D.8.1 as well as the generated publicity and visibility of the project in the context of application, organisation and implementation will be helpful for the further activities in WP7. WP3-6 are of interest as the technical solutions to be developed in the respective work packages represent the results that will have to be communicated at a later stage. Therefore, they serve as the starting points for the classification of persona’s, key messages, channels, and formats.

Finally, D8.2 collates all communication formats and actions scheduled for the project start. Thus, it verifies the achievement of M2 Engagement workshops (month 3).

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 1: List of Milestones relevant to WP8

## METHODOLOGY

Being the leader of WP8, OIKOPLUS launched a series of four sequential stakeholder engagement workshops. Three of those internal; one directed towards potential business and legal stakeholders. All workshops were conducted over a 2-month period (project months 1 and 2). With the first three workshops being highly interactive, the final session served as an early-stage heads-up to external stakeholders, providing an occasion for asking questions and giving initial feedback to the Domino-E partnership. All results from internal workshops are discussed in D.8.1 “Communication Strategy and Action Plan (CASP)”.

### 1.3 Workshop schedule

#### Internal Workshop 1: Target Audiences - November 29, 2022

Workshop lead: Thomas Stollenwerk (OIKOPLUS GmbH), Michael Anranter (OIKOPLUS GmbH)

Attendees: 11 attendees from all DOMINO-E beneficiaries

Platform: Google-meet

Presentation: see Annex 1

Internal Workshop 2: Key messages – December 08, 2022

Workshop lead: Thomas Stollenwerk (OIKOPLUS GmbH), Michael Anranter (OIKOPLUS GmbH)

Attendees: 7 attendees from all DOMINO-E beneficiaries

Platform: Google-meet

Presentation: see Annex 2

Internal Workshop 3: Channels and Formats – December 13, 2022

Workshop lead: Thomas Stollenwerk (OIKOPLUS GmbH), Michael Anranter (OIKOPLUS GmbH)

Attendees: 7 attendees from all DOMINO-E beneficiaries

Platform: Google-meet

Presentation: see Annex 3

Stakeholder Engagement Workshop: Your Access to Earth Observation – January 26, 2023

Workshop lead: OIKOPLUS GmbH

Moderation: Thomas Stollenwerk (OIKOPLUS GmbH)

Presenters: Daniel Novak (Airbus S.A.S), Gauthier Picard (ONERA), Paula Testa (VVA Group)

Attendees: 23 attendees (mixed: Domino-E beneficiaries, EC representatives, external stakeholders).

Platform: Google meet

Presentation: see Annex 4

Agenda:

16.00-16.05 Onboarding

16.05-16.20 DOMINO Vision (Daniel Novak, Airbus SAS)

16.20-16.35 Challenges in Earth Observation (Gauthier Picard, ONERA)

16.35-16.50 Commercial Potentials Outlooks (Paola Testa, VVA)

16.50-17.00 Q&A

#### **1.4 Invitation management to the public session**

Three themes were developed for the public session and shared via DOMINO-E's channels (LinkedIn, Twitter, website). As of January 26, 2023, the invitation to the event shared with the subjects on Twitter should have been displayed about 250-300 times and generated about 150 impressions on LinkedIn. In addition, direct mails were sent to over 80 institutions identified as potential contacts of interest by AIRBUS S.A.S in advance.



Figure 1: SM Sujet #1, #2, #3

The registration process was handled via a Google Form embedded in the Domino-E website. A total of 32 registrations were recorded. Since almost 20 of them also registered for the DOMINO-E newsletter, a foundation of valuable contacts has been laid here. The newsletter registrations will become relevant with the preparation and start of the lead nurturing campaign (WP8) to promote the webinar series (WP8) later during the project.

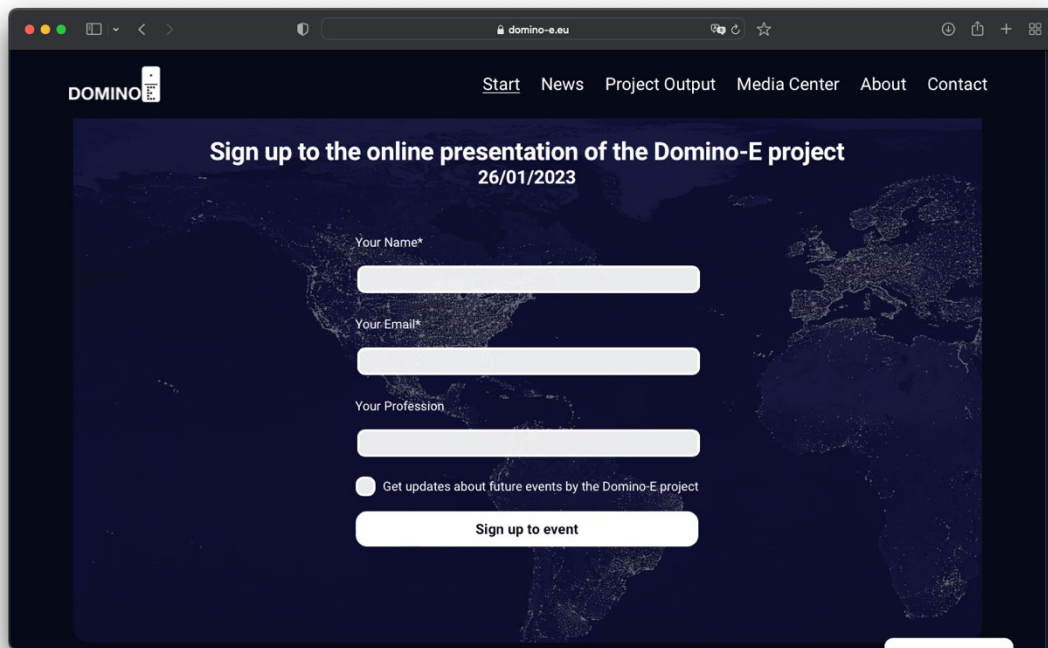


Figure 2: Registration Form (Stakeholder Engagement Event & Newsletter)

### 1.5 Follow up and processing the public session

The entire public session was recorded for documentation purposes on the one hand, and for the purpose of continuous onboarding of interested stakeholders on the other. The recordings are currently being edited. The edited video is publicly [available on YouTube](#) in full length and with corresponding bookmarks to the individual chapters.

Postings on Twitter and LinkedIn will draw attention to the availability of the videos.

## CONCLUSION

In DOMINO-E, partners work together to develop technical solutions for a networked, multi-modal, and more accessible data download for imaging methods from satellites. Furthermore, the partnership elaborates on an attractive offer and business environment for companies in the field of Earth observation. The foundation for stakeholder engagement was laid with the workshops implemented as part of D8.2.

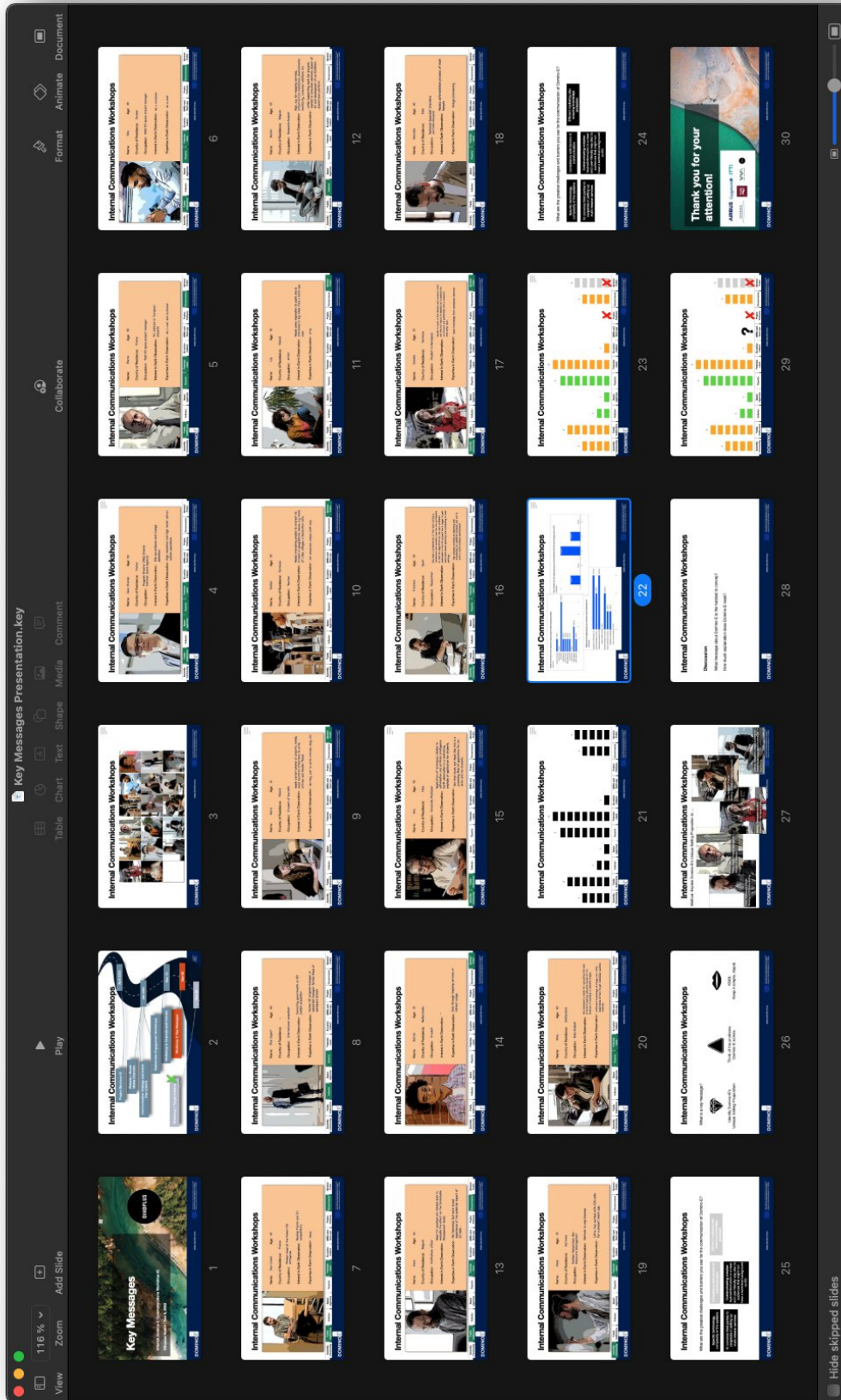


# ANNEX 1: WORKSHOP SLIDES – TARGET AUDIENCE

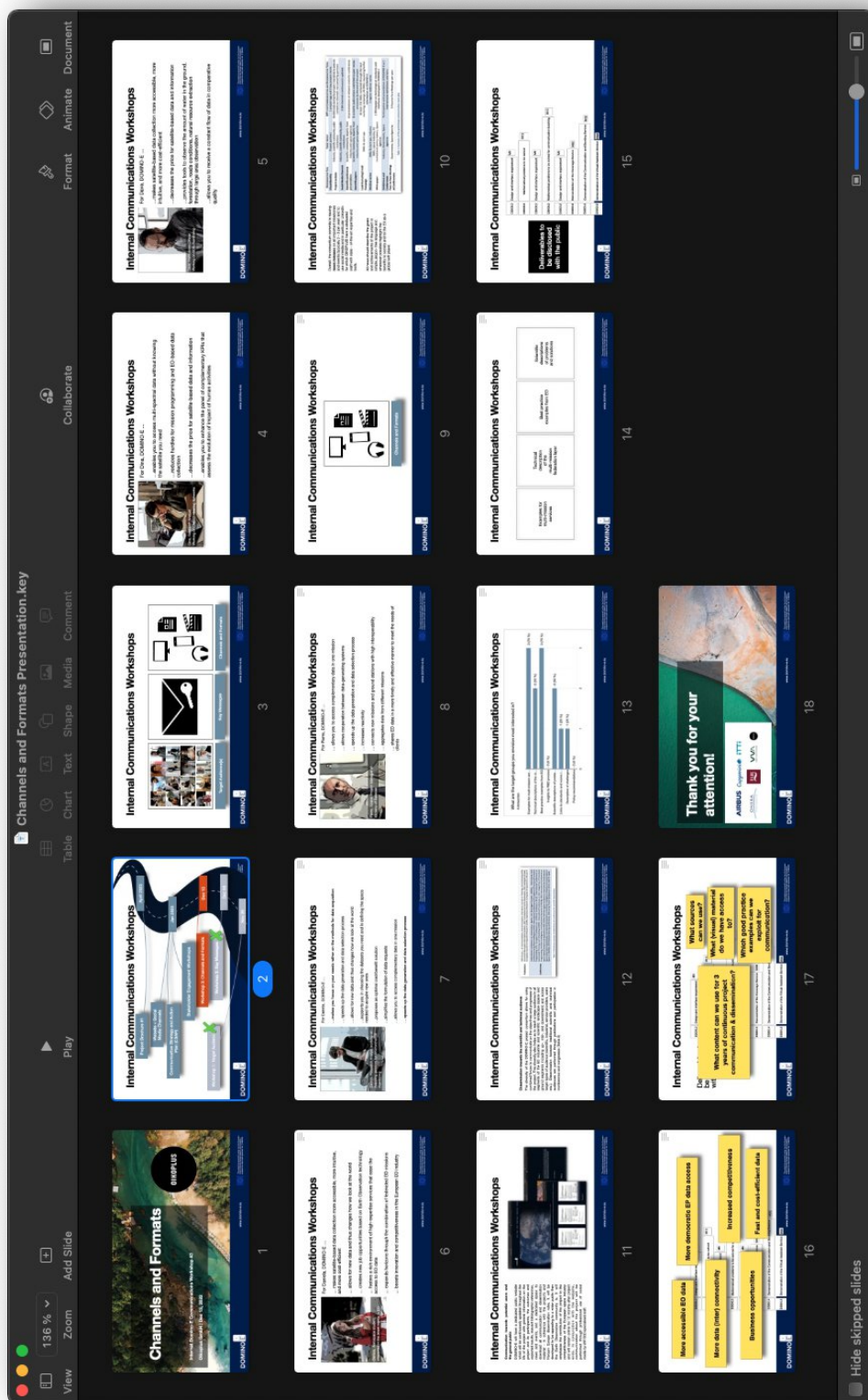
The screenshot shows a presentation interface with a top toolbar containing icons for View, Zoom (128%), Add Slide, Play, Collaborate, Format, Animate, and Document. The presentation title is "Target Audiences Presentation.key". The slides are numbered 1 through 22. Slide 1 is titled "Target Audiences" and features a landscape image with the word "BUSINESS" in a circle. Slide 2 is titled "Internal Communications Workshops" and shows a flowchart. Slide 3 is titled "Internal Communications Workshops" and features a Venn diagram. Slide 4 is titled "Internal Communications Workshops" and shows a table. Slide 5 is titled "Internal Communications Workshops" and says "But let's begin with something some thought on the target groups!". Slide 6 is titled "Internal Communications Workshops" and says "Luckily, we don't have to start from scratch. Because some of our key target audiences are already described in our project proposal." Slide 7 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 8 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 9 is titled "Internal Communications Workshops" and says "One central distinction:". Slide 10 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 11 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 12 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 13 is titled "Internal Communications Workshops" and features a Venn diagram. Slide 14 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 15 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 16 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 17 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 18 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 19 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops". Slide 20 is titled "Internal Communications Workshops" and says "Now: Work on your personas." Slide 21 is titled "Internal Communications Workshops" and contains text about "Internal Communications Workshops" and a QR code. Slide 22 is titled "Thank you for your attention!" and features a landscape image.



## ANNEX 2: WORKSHOP SLIDES – KEY MESSAGES



# ANNEX 3: WORKSHOP SLIDES – CHANNELS AND FORMATS





## ANNEX 4: STAKEHOLDER ENGAGEMENT WORKSHOP – MASTER PRESENTATION

