

# DOMINO



## Engagement Workshops completed D8.2

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 SAS
Deliverable reference number and full name	D8.2 – Engagement workshops completed
Delivery Date	27/01/2023
Issue	v1
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
Dissemination Level	PU*

\* 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

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>
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 Aérospitales	FR
6	Tilde SIA	LV
7	VVA Brussels	BE
8	Airbus Defence and Space GmbH	DE

No part of this work may be reproduced or used in any form or by any means (graphic, electronic, or mechanical including photocopying, recording, taping, or information storage and retrieval systems) without the written permission of the copyright owner(s) in accordance with the terms of the DOMINO-E Consortium Agreement (EC Grant Agreement 101082230).

## APPLICABLE DOCUMENTS

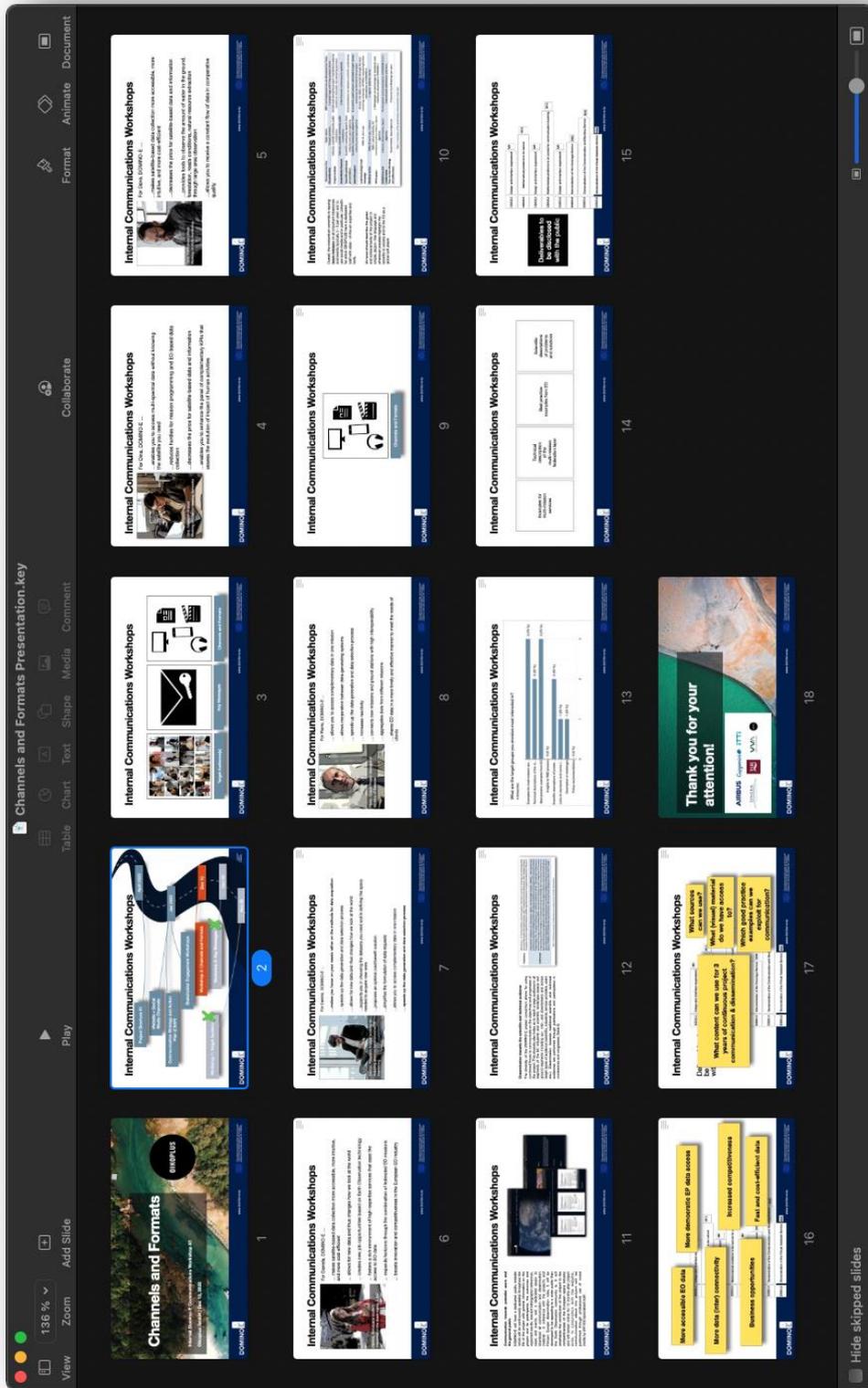
<b>Ref. / Document Title</b>	<b>Ref</b>	<b>Date</b>
DOMINO-E Description of Work	Version1	29/09/2022
DOMINO-E Grant Agreement	Ares(2022)7032529	10/11/2022
DOMINO-E Consortium Agreement	VF	14/11/2022

## 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

## TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	2
LIST OF PARTICIPANTS.....	3
APPLICABLE DOCUMENTS .....	4
DOCUMENT CHANGE RECORD .....	4
TABLE OF CONTENTS.....	5
LIST OF TABLES.....	7
LIST OF FIGURES.....	7
1 INTRODUCTION .....	9
2 DOMINO-E STAKEHOLDER ENGAGEMENT WORKSHOPS.....	9
2.1 Objectives: Stakeholder Engagement Workshops .....	9
2.2 Relation to Domino-E work packages, deliverables, and milestones .....	10
3 METHODOLOGY .....	10
3.1 Workshop schedule .....	10
3.2 Invitation management to the public session.....	11
3.3 Follow up and processing the public session.....	13
4 CONCLUSION.....	13
5 ANNEX 1: WORKSHOP SLIDES – TARGET AUDIENCE.....	14
6 ANNEX 1: WORKSHOP SLIDES – KEY MESSAGES.....	15
7 ANNEX 1: WORKSHOP SLIDES – CHANNELS AND FORMATS .....	16



....16

8 ANNEX 1: STAKEHOLDER ENGAGEMENT WORKSHOP – MASTER PRESENTATION .....17



## LIST OF TABLES

Table 1: List of Milestones relevant to WP8.....9

## LIST OF FIGURES

Figure SM Sujet #1. #2, #31: ..... Fehler! Textmarke nicht definiert.  
Figure 2: Registration Form (Stakeholder Engagement Event & Newsletter) Fehler! Textmarke nicht definiert.

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

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.

## 2 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.

### 2.1 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

---

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



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.

## 2.2 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 (CASAP)”. 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

## 3 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 (CASAP)”.

### 3.1 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

### 3.2 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.

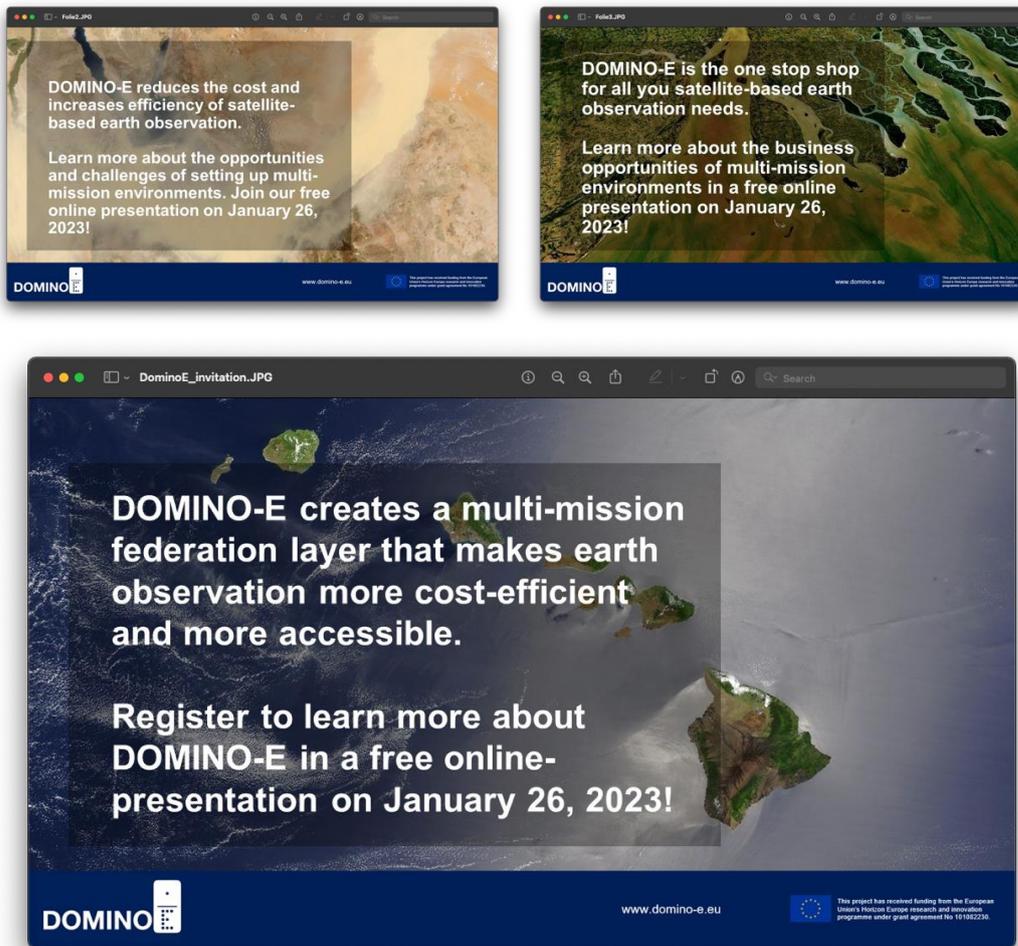
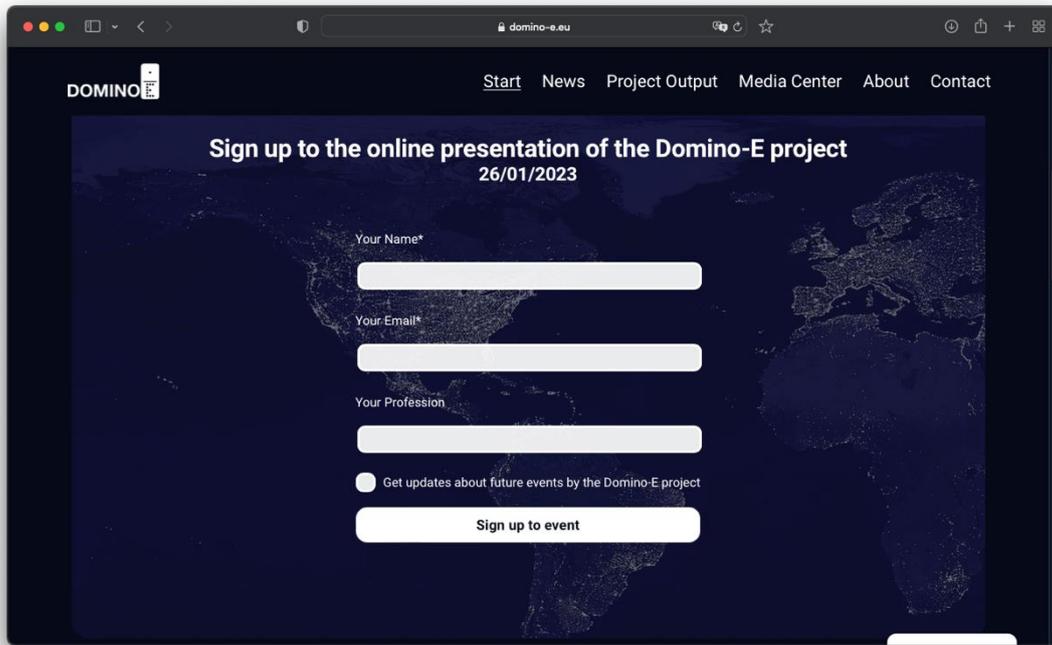


Figure 1: SM Sujet #1, #2, #3

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.



The image shows a web browser window displaying a registration form. The browser's address bar shows 'domino-e.eu'. The website's navigation menu includes 'Start', 'News', 'Project Output', 'Media Center', 'About', and 'Contact'. The main heading of the form is 'Sign up to the online presentation of the Domino-E project' with the date '26/01/2023'. The form fields are: 'Your Name\*' (text input), 'Your Email\*' (text input), 'Your Profession' (text input), and a checkbox labeled 'Get updates about future events by the Domino-E project'. A 'Sign up to event' button is located at the bottom of the form. The background of the form is a dark blue world map.

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

### 3.3 Follow up and processing the public session

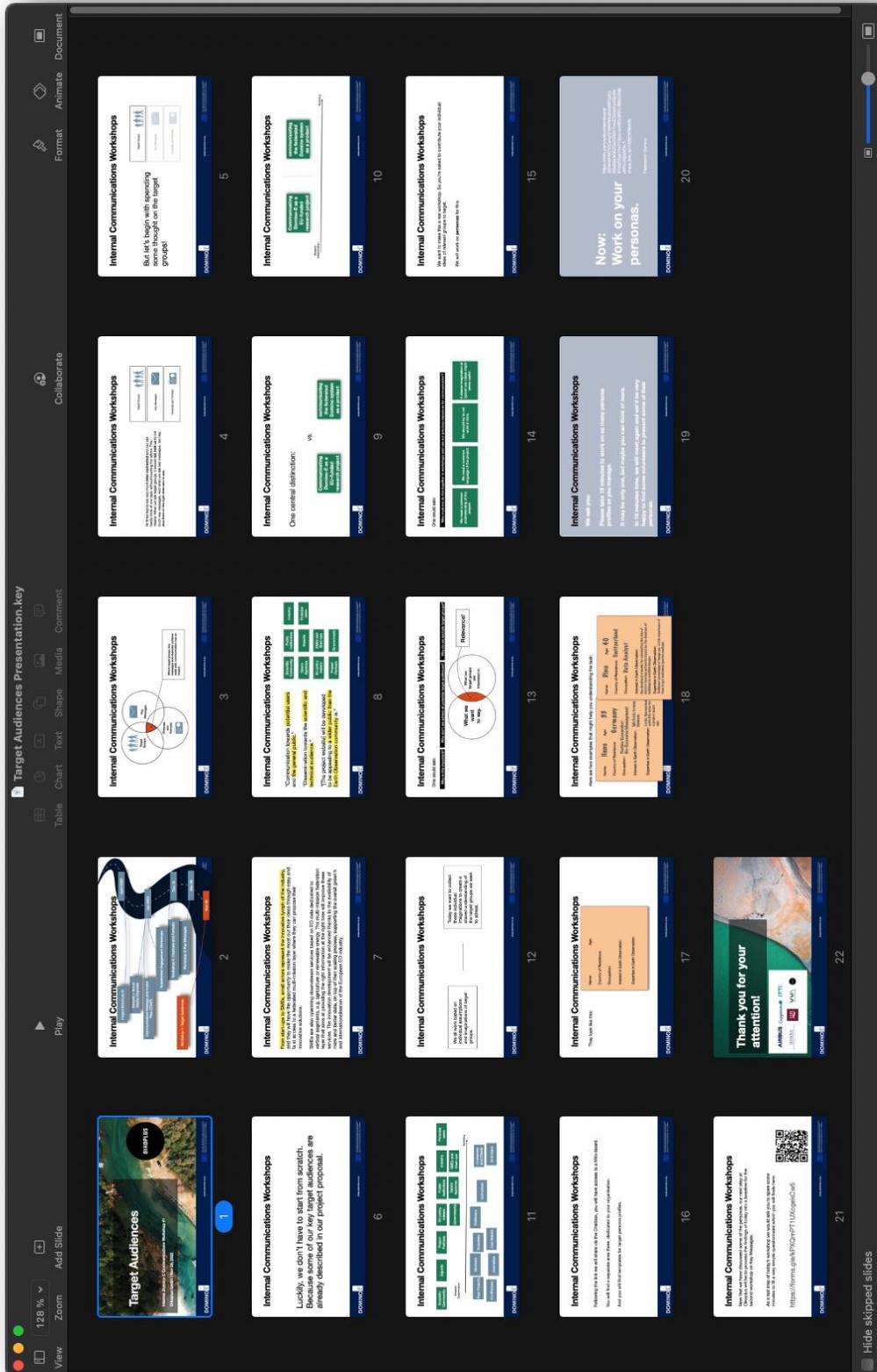
The entire public session was recorded for documentation purposes on the one hand, and for the purpose of continuous onboarding of interested stakeholders on the other. The recordings are currently being edited. The edited video will be made publicly available on YouTube in full length and with corresponding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

A press release and short posts on Twitter and LinkedIn will draw attention to the availability of the videos.

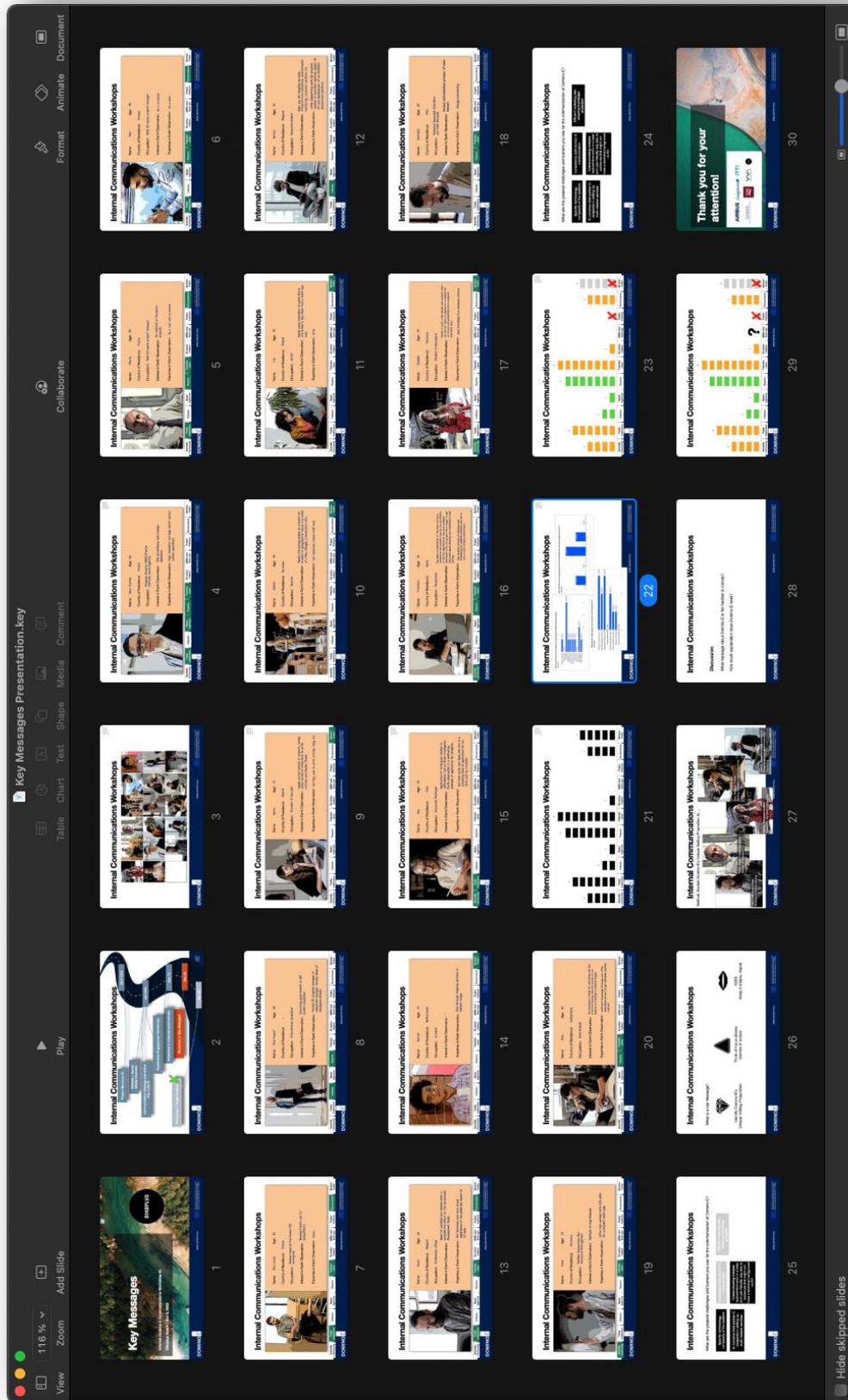
## 4 CONCLUSION

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.

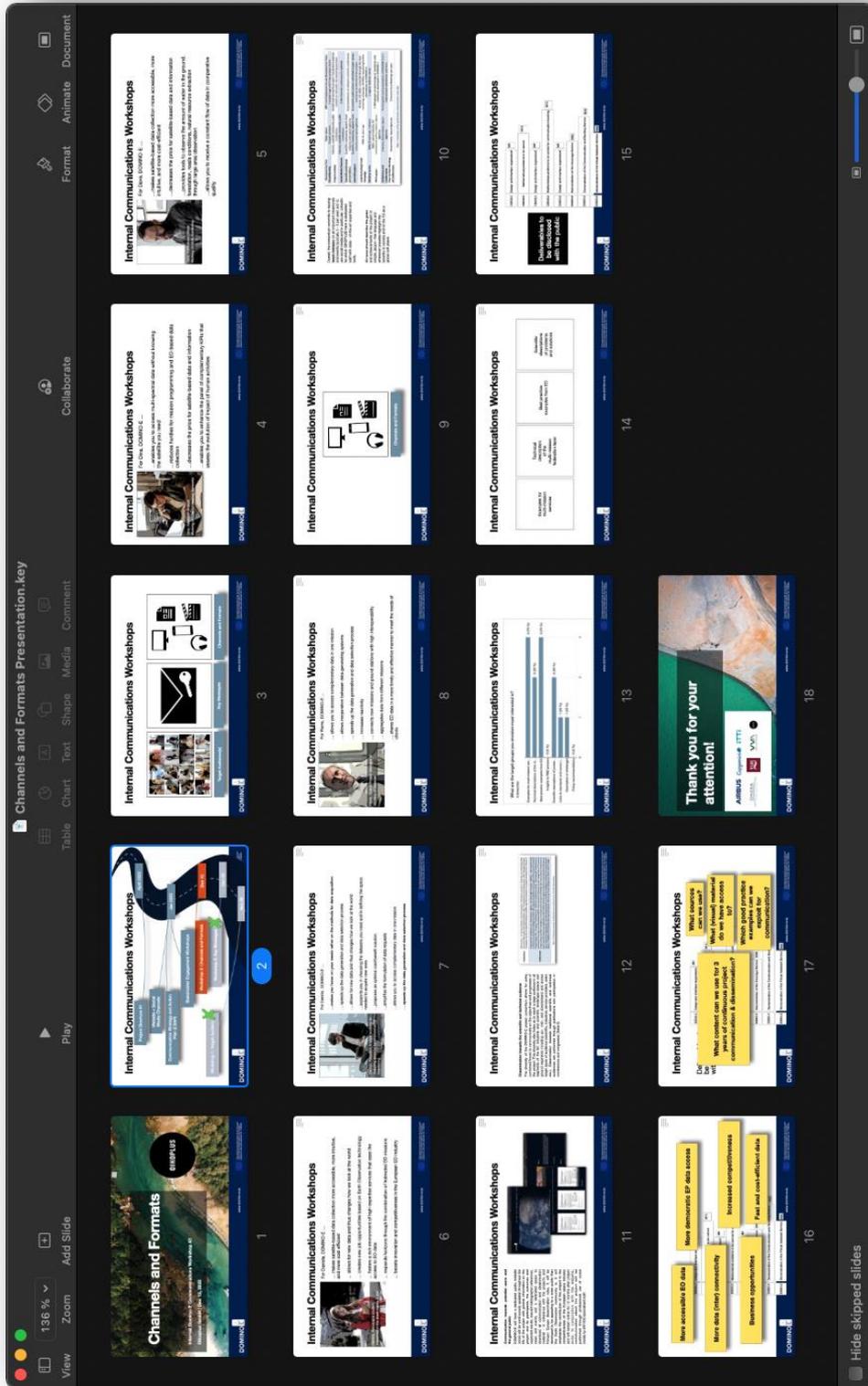
## 5 ANNEX 1: WORKSHOP SLIDES – TARGET AUDIENCE



## 6 ANNEX 1: WORKSHOP SLIDES – KEY MESSAGES



## 7 ANNEX 1: WORKSHOP SLIDES – CHANNELS AND FORMATS



# 8 ANNEX 1: STAKEHOLDER ENGAGEMENT WORKSHOP – MASTER PRESENTATION

