

DOMINO



1st Dissemination report; D8.5

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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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PU = Public,

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

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



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EXECUTIVE SUMMARY

This deliverable provides an overview of the Communication and Dissemination activities of the DOMINO-E project that have been completed over the past 12 months. The deliverable reports build on the content outlined in D.8.1. Communication Strategy and Action Plan (CASP) and includes an overview of the completion of Key Performance Indicators outlined in the respective document. As for the Communication and Engagement Workshop (D.8.2), the project website (D.8.3), and the Project brochure (D.8.4), the report refers to the respective deliverables.

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

Ref. / Document Title	Ref	Date
DOMINO-E Description of Work	Version1	29/90/2022
DOMINO-E Grant Agreement	Ares(2022)7032529	10/11/2022
DOMINO-E Consortium Agreement	VF	14/11/2022
DOMINO-E D.8.1. Communication Strategy and Action Plan	Version1	28/01/2023
DOMINO-E D.8.2 Engagement workshops completed	Version1	27/01/2023
DOMINO-E D.8.3. Project website	Version1	28/01/2023
DOMINO-E D.8.4. Project Brochure	Version1	30/03/2023

DOCUMENT CHANGE RECORD

Issue	Change Author	Date	Page / paragraph affected
v1	Michael Anranter	24/08/2023	Set up document structure
v.1.1	Michael Anranter	25/08/2023	First draft ready (incl. KPIs as of 25/08/2023)
v.1.2	Michael Anranter	20/10/2023	Update numbers; completion 1st draft as of 20.10.2023
v.2	Michael Anranter	23/01/2024	Updated according to remarks from PO

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1 DESCRIPTION OF COMPLETED TASKS

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. During the first 12 months of the Domino-E project, measures were taken within the framework of WP 8 to give the project visibility, which will support the dissemination and communication of the project in the further course. A central challenge was to establish channels and to find out which stakeholders are particularly relevant for the dissemination and communication of the project. The corresponding measures are described below. The aim of all dissemination and communication work in the context of Domino-E is to convince potential stakeholders of the strengths and advantages of the federated layer for data generation envisaged by the project.

1.1 Communicating Domino-E

The dissemination and communication activities within DOMINO-E aim at maximizing the project impacts on the Earth Observation sector. 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.¹

1.2 Target groups and key messages

Within the framework of an internal workshop series, three categories of stakeholders were formed: Pioneers, Enablers, and Enhancers. Pioneers are potential end users and market actors forming a nucleus for the development of new, easy-to-use satellite-based data collection and

¹ For further information see the DOMINO-E Grant Agreement (Ares(2022)7032529) and DOMINO-E D.8.1. Communication Strategy and Action Plan

processing for end customers. Enablers are European and national decision-makers that shape the legal conditions and technical frameworks in such a way as to minimise the obstacles and barriers to becoming active in the EO industry. Enhancers are valuable multipliers for the broader communication and dissemination of the results of the project: students in space technology, space & EO bloggers, experts from cognate disciplines. Targeted key messages have been developed for each of these stakeholder groups.²

Stakeholder Category	Key Messages
Pioneers	DOMINO-E increases the quality of Earth observation data from space
Enablers	DOMINO-E makes Earth observation accessible to everyone
Enhancers	DOMINO-E democratizes Earth Observation

Table 1: Stakeholder categories linked with key messages.

1.3 Joint Efforts to achieve the targets set in the CSAP

Since the beginning of the project, OKP as lead beneficiary of WP8 has pursued the strategy to involve the other partner organizations in the DOMINO-E project as actively as possible in the project communication and dissemination. The results of all joint planning have been reported in D8.2 Stakeholder Engagement Workshop and subsumed in D.8.1 Communication Strategy and Action Plan (CSAP).

To inform the partners about the communication work in DOMINO-E, the OKP used the regular monthly meetings in the past, as well as the more extensive Preliminary Design Review in June 2023. The synthesis of the two deliverables D8.1 and D.8.2 mentioned above, as well as the project website D.8.3 and the project brochure D.8.4 were presented in the corresponding framework.

About the joint creation of content, it should be noted that OKP repeatedly seeks bilateral cooperation with partner institutions. This was the case, for example, with the creation of content for the first public stakeholder event (26.01.2023), as well as in the context of selected contributions for the news section of the homepage.

Conversely, the partners, partly as institutions and partly as individuals, have contributed significantly to the visibility of DOMINO-E, especially on the LinkedIn platform, as well as at conferences and in the context of bilateral discussions with outsiders.

² For detailed descriptions of the Stakeholder and Key Message Development see DOMINO-E D.8.1 Communication Strategy and Action Plan, and DOMINO-E D.8.2 Engagement workshops completed.

2 COMMUNICATION AND DISSEMINATION MATERIALS

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. To achieve visibility for this contribution, concrete measures have already been identified in the Grant Agreement, as well as later in D.8.1 Communication Strategy and Action Plan. This chapter provides an overview of the measures already implemented in this framework.

2.1 Project Website

The Domino-E project website (www.domino-e.eu) was launched as a central component of the communication and dissemination work in the first months after the start of the project. A description of the technical details and the structure of the website can be found in D.8.3 Project Website. The following content has been published since the launch of the website:

Landing Page

- Invitation and Registration Form; Domino-E Stakeholder Engagement Workshop: Your Access to Earth Observation (01.01.2023 - 26.01.2023)

News

- News entry: DOMINO-E Kick-off Workshop in Brussels (30.11.2022)
- News entry: Watch our first Domino-E workshop online! (31.01.2023)
- News entry: Climate change Tracking from space: From mono to multi-mission design (11.04.2023)
- News entry: Help satellite mission planners understand, what people say (15.04.2023)
- News entry: Data retrieval through satellites: How does it work? (04.05.2023)
- News entry: Machine learning in Domino-E use cases (10.08.2023)

Project Output

- Domino-X Project Presentation: Towards a Smart and Open EO ground segment. Presentation at the Living Planet Symposium, May 2022
- Domino-X Scientific Paper – Future ground segments with standardized interfaces.
- Domino-E D.8.1 Communication and Action Plan (CSAP)
- Domino-E D.8.2 Engagement workshops completed
- Domino-E D.8.3 Project website

Media

- Download: Project brochure – Your Access to Multi-Mission Earth Observation
- Download: Executive Summary – Making Earth Observation from space more available to businesses and public services
- Download: Domino-E Logo Badge

The website traffic is monitored through Google Analytics. As of October 2023, we counted 579 page views on the Domino-E website.

2.2 Social Media Channels

DOMINO-E is active on X (former Twitter) (@DominoE_HEurope), LinkedIn (www.linkedin.com/company/88068447), and YouTube (dominoehurope). While Twitter and LinkedIn are the two main social media channels relevant also for networking with industry-specific projects, the YouTube channel has been set up especially for hosting future webinars.

This list does not include communication about Domino-E on partner channels.

2.2.1 Self-authored content published on LinkedIn (as of Oct. 20, 2023)

DATE	LINK
06.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7017173453006876672
06.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7017172926433013760
07.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7017516954924019712
10.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7018685579148079104 https://www.linkedin.com/posts/domino-e_earthobservation-eo-dominoe-activity-7021149641974951936-
17.01.2023	dVZI?utm_source=share&utm_medium=member_desktop
21.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7022627146489565184
30.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7025730010627862528
14.02.2023	https://www.linkedin.com/feed/update/urn:li:activity:7031278929361391616
24.03.2023	https://www.linkedin.com/feed/update/urn:li:activity:7045061475241013248
31.03.2023	https://www.linkedin.com/feed/update/urn:li:activity:7047553121559941120
07.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7051819922863050753
12.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7051819922863050753
12.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7051824893113327616
14.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7052551060690747392
15.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7052898896963919872
15.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7053021475418611712
21.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7055216118939926528
28.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7057601841496268800
05.05.2023	https://www.linkedin.com/feed/update/urn:li:activity:7060289543949754368
12.05.2023	https://www.linkedin.com/feed/update/urn:li:activity:7062697939462164480
19.05.2023	https://www.linkedin.com/feed/update/urn:li:activity:7065249734529097728
26.05.2023	https://www.linkedin.com/feed/update/urn:li:activity:7067846845678403584
22.06.2023	https://www.linkedin.com/feed/update/urn:li:activity:7077536116051968000
10.08.2023	https://www.linkedin.com/feed/update/urn:li:activity:7095425842326982656
25.08.2023	https://www.linkedin.com/feed/update/urn:li:activity:7100796664717676544
29.08.2023	https://www.linkedin.com/feed/update/urn:li:activity:7102310046864150528
31.08.2023	https://x.com/DominoE_HEurope/status/1697147115867193670?s=20

Table 2: LinkedIn entries

2.2.2 Self-authored content published on Twitter (as of Oct. 20, 2023)

DATE	LINK
22.12.2022	https://x.com/DominoE_HEurope/status/1605848594292113417?s=20
02.01.2023	https://x.com/DominoE_HEurope/status/1609952608965496834?s=20
03.01.2023	https://x.com/DominoE_HEurope/status/1610317862194888704?s=20
07.01.2023	https://x.com/DominoE_HEurope/status/1611781658499334145?s=20



10.01.2023	https://x.com/DominoE_HEurope/status/1612850095195656203?s=20
15.01.2023	https://x.com/DominoE_HEurope/status/1614400714213842944?s=20
15.01.2023	https://x.com/DominoE_HEurope/status/1614401313122705409?s=20
17.01.2023	https://x.com/DominoE_HEurope/status/1615374353272823808?s=20
17.01.2023	https://x.com/DominoE_HEurope/status/1615376274964480001?s=20
21.01.2023	https://x.com/DominoE_HEurope/status/1616863726539542528?s=20
27.01.2023	https://x.com/DominoE_HEurope/status/1619053578215370752?s=20
06.02.2023	https://twitter.com/DominoE_HEurope/status/1622722548952604673?s=20
26.07.2023	https://x.com/DominoE_HEurope/status/1695006039077233072?s=20
25.08.2023	https://x.com/DominoE_HEurope/status/1695006039077233072?s=20
29.08.2023	https://x.com/DominoE_HEurope/status/1696547721878884551?s=20
30.08.2023	https://x.com/DominoE_HEurope/status/1696871211857314173?s=20
30.08.2023	https://x.com/DominoE_HEurope/status/1696872212462973389?s=20
31.08.2023	https://x.com/DominoE_HEurope/status/1697147115867193670?s=20

Table 3: Twitter/X entries

2.2.3 Videos published on YouTube (as of Oct. 20, 2023)

31.01.2023	2023 - YouTube
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Table 4: YouTube entries

2.3 Templates

Presentation templates and templates for project deliverables were created to be used by the partners for all external and internal events, meetings, etc.. , based on a common look and feel.

2.3.1 Presentation Template

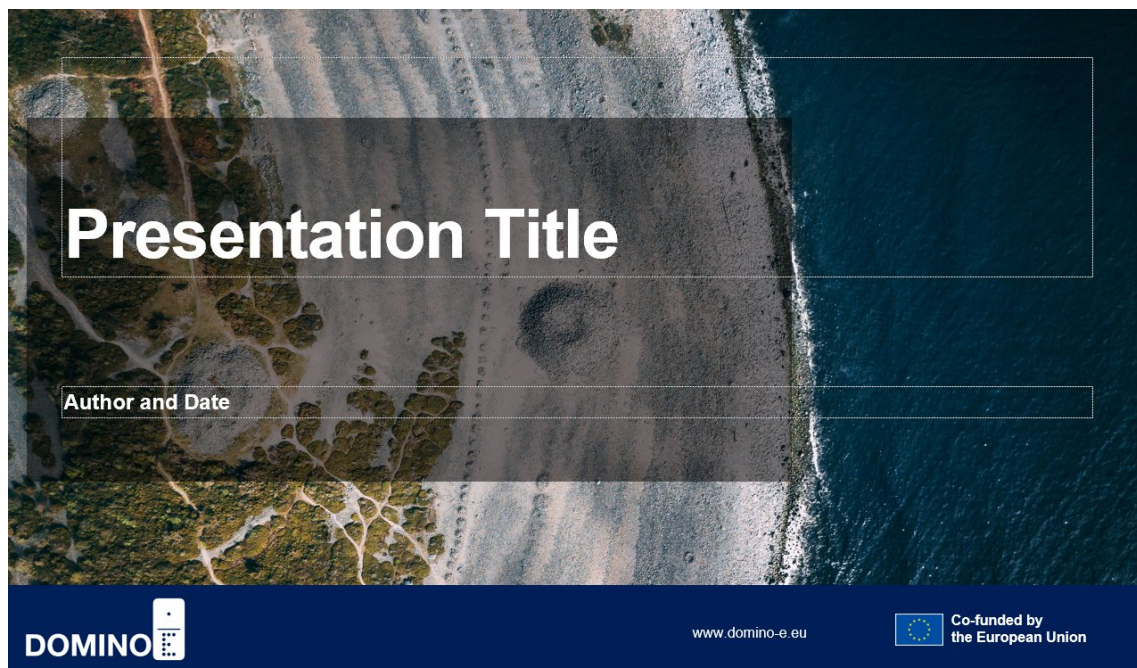
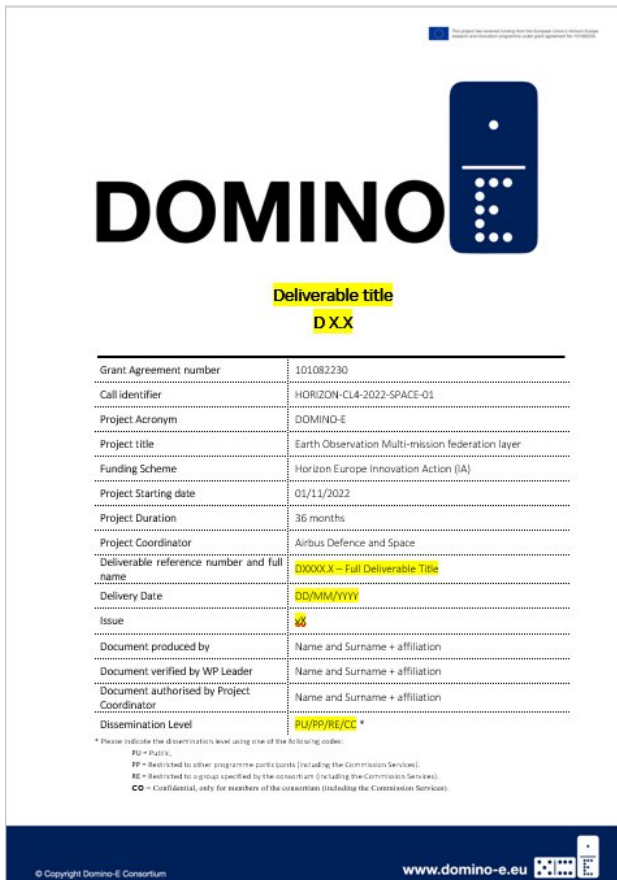


Figure 1: First slide PPT Template

2.3.2 Deliverable Template



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 - Full Deliverable Title
Delivery Date	DD/MM/YYYY
Issue	X
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/CE *

* 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);
 CE = Confidential, only for members of the consortium (including the Commission Services).

Figure 2: First page deliverable template

2.4 Project Brochure

A first project brochure was designed and distributed to partners in June 2023. For considerations about the content and design, you may have a look at D.8.4. Project brochure. Both, the content, and the project brochure design were approved by the coordinator.

Project brochure: <https://domino-e.eu/wp-content/uploads/2023/07/Brochure-templatePRINT.pdf>

2.5 Scientific conferences & exhibitions

Date	Conference	Partner
01.2023	Innovation Days CNES	Severine Provost (Airbus)
03.2023	SpaceOps Dubai	Severine Provost (Airbus)
09.2023	LiP 6 – Laboratoire d’Informatique Sorbonne Université/CRES	Gauthier Picard (ONERA)
10.2023	IAC Baku	Severine Provost (Airbus)
Forthcoming		
11.2023	ESAW Darmstad	Severine Provost (Airbus)

Table 5: List of conference presentations

3 COMMUNICATION THROUGH PARTNER CHANNELS

To attract larger peer audiences to visit the Domino-E channels (esp. the Domino-E website), the communication partner OKP in mid-October 2023 developed LinkedIn shareables to be shared on the institutional communication channels of partners. While some partners have occasionally taken advantage of their private channels to distribute news deriving from the project, others have already reached out to their respective communications departments to share the news of Domino-E. For the months to come, the latter approach is what OKP wants to capitalise on in a more coordinated way.

The shareable were made available to partners by the end of October 2023.

4 DISSEMINATION AND COMMUNICATION METRICS; KEY PERFORMANCE INDICATORS

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	Status
D8.1	Communication Strategy and Action Plan	OIKO	PU	M3	Completed
D8.2	Engagement Workshops completed	OIKO	PU	M3	Completed
D8.3	Project website (continuously updated to M36)	OIKO	PU	M3	Completed
D8.4	Project brochure	OIKO	PU	M6	Completed
D8.5	First dissemination report	OIKO	PU	M12	Submitted
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 6: 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	Status
M2	Engagement workshops	3	Toulouse + Online Conference	Participation of entities (industry and institutions) not members of the consortium)	Completed

Table 7: List of Milestones relevant to WP8

To track the project’s progress, OIKOPLUS has created a KPI dashboard breaking down specific KPIs for the DOMINO-E dissemination and communication tools.

Communication platform	1st Diss. Report (as of Oct. 20, 2023)	2nd Diss. Report (due in Oct 2024)	3rd Diss. Report (due in Oct 2025)
Website	Page visits: 579 Interactions: 1840 Downloads: /		
LinkedIn/Twitter	52 Followers / 32 Followers		
Videos (Youtube)	64 views		
Engagement workshops	3 internal workshops; 1 incl. external stakeholders with 32 participants	COMPLETED	COMPLETED
Scientific conferences	4 conference participations		
Scientific Journals/Papers	/	No. submitted/ published	
Lead Nurturing E-mail Campaign	/	No. E-mails sent & response rate	
Webinar Series	/	No. of webinars produced and no. of participants	
Whitepaper	/	No. of downloads	
Exhibitions	/	No. of participations	
Face-to-Face Meetings	/	No. of meetings	

Table 8: KPIs related to C&D tools

5 DISSEMINATION AND COMMUNICATION FORECAST

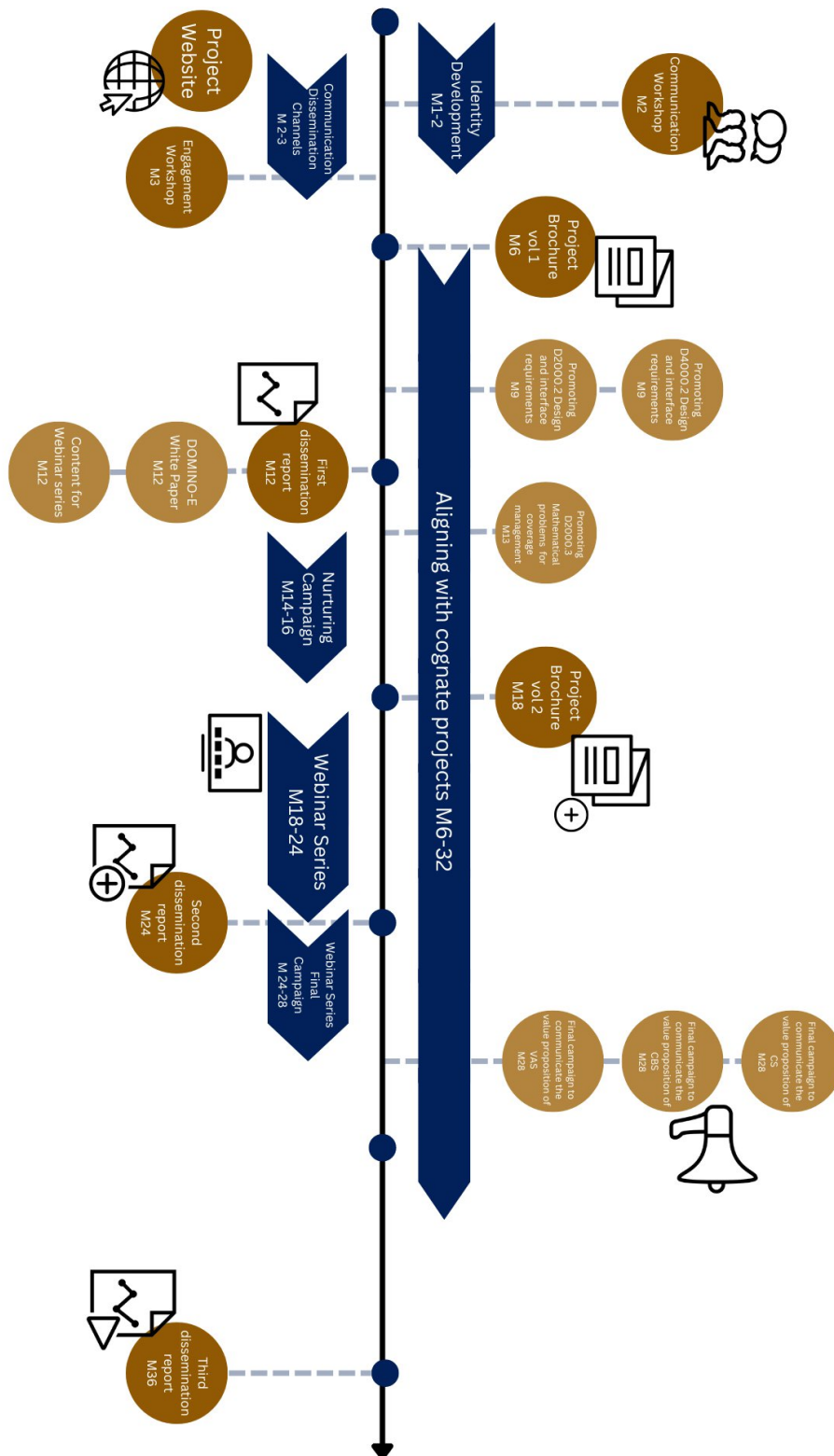


Figure 3: C&D Timeline

5.1 Project Brochures

Project brochure 2 (Del. 8.6) is due in month 18 and will aim for advertising the services developed and the webinar series.

5.2 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.

5.3 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.

5.3.1 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

5.3.2 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)

5.3.3 *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

5.4 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.

5.4.1 *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.”

5.5 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

5.5.1 *EO Nexus Workshop: Exploring synergies and collaboration by exchanging project goals and challenges; Dec. 2023 – NEW!*

The workshop is to be proposed to the Domino-E consortium, to HaDEA representatives and to coordinators of cognate projects at the CDR meeting in Toulouse/Brussels.

The EO Nexus Workshop is meant to take place online and will be recorded. Time frame: 1,5 - 2 hrs.; December 2023

Objective

- Gain insights into the overall goals and specific challenges of each project.
- Engage in interactive Q&A sessions to exchange ideas and solutions.
- Receive valuable feedback from the HaDEA representative on areas for cooperation.
- Decide about a collaborative framework for EU-financed EO projects

Invited Participants

- Domino-E - Earth Observation Multi-mission federation layer
- IIMEO - Instantaneous Infrastructure Monitoring by Earth Observation (tbc)
- SOPHOS - Smart on-board processing for Earth Observation Systems (tbc)

- HADEA - European Health and Digital Executive Agency (tbc)

Moderation: OIKOPLUS

5.6 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 Brian Berger Andrew Jones	spacenews.com
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

Table 9: Overview on selected Media Outlets

5.7 Paid content and advertorials

The WP8000 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.

5.8 Internal Communication and Domino-E repository – NEW!

Since the beginning of the project, OKP has overseen setting up and curating the project's internal e-mail list and the DOMINO-E data repository. Both tasks were included in WP 8.