Project Brochure Vol.2; D8.6

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EXECUTIVE SUMMARY

This Deliverable report D8.6, "Project Brochure Vol. 2," documents the finalization and publication of the second edition of Domino-E project brochures, which has experienced a delay in its completion, as was documented in the draft version of this deliverable report in November 2024.

As outlined in the project Description of Action (DoA) and detailed in Deliverable 8.1, "Communication Strategy and Action Plan," the "Project Brochure Vol. 2" was envisioned as a key instrument to shift the project's communication and dissemination focus towards engaging businesses and potential investors, particularly SMEs. This brochure is crucial for showcasing the project's value proposition and attracting commercial interest in its outcomes.

However, the production of "Project Brochure Vol. 2" had been delayed due to unforeseen challenges in engaging business stakeholders, especially SMEs. This delay did stem primarily from two factors: firstly, a shift in the project's exploitation strategy necessitated by a partner change, and secondly, the lack of publicly accessible, non-classified project results prior to the completion of the demonstrators.

Despite its delay, the "Project Brochure Vol. 2" remains a vital deliverable. Since its completion in June 2025, it has been and will be disseminated across various channels, including the project website, social media platforms, and key events such as business exhibitions (as outlined in Deliverable 8.7) and scientific conferences, to effectively promote the project's potential and attract wider stakeholder involvement.

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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 Aérospitales	FR
6	Tilde SIA	LV
7	GMV	ES
8	Airbus Defence and Space GmbH	DE

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APPLICABLE DOCUMENTS

Ref. / Document Title	Ref	Date
DOMINO-E Description of Work	Version 1	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	Version 1	28/01/2023
DOMINO-E D.8.4. Project Brochure	Version 2	31/01/2024
DOMINO-E D.8.6. 2nd Dissemination Report	Version 1	31/10/2024

DOCUMENT CHANGE RECORD

Issue	Change Author	Date	Page / paragraph affected
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1 INTRODUCTION

Deliverable 8.6, "Project Brochure Vol. 2," represents the sixth deliverable associated with Work Package 8, "Dissemination and Stakeholder Engagement." While it is the second brochure produced by the project, it distinguishes itself by targeting a distinct and more specific audience: businesses and potential investors. Classified as a public deliverable under the "DEC - website, patent filings, videos, etc." category, it is expected to play a pivotal role in attracting stakeholders and generating interest in the project, particularly at conferences, fairs, and exhibitions.

The primary purpose of this document is to introduce the second Domino-E brochure, providing comprehensive details on its content, design, and intended use within the broader dissemination and stakeholder engagement strategy.

2 STRATEGY

2.1 Objectives

In alignment with the WP8 description in the Description of Work (DoW), the overarching objective of Deliverable 8.6, "Project Brochure Vol. 2," is to effectively disseminate the key outcomes and achievements of the Domino-E project to a targeted audience of businesses and potential investors. This brochure aims to maximize the visibility of the project within this specific community and stimulate commercial interest in its exploitable results.

Unlike the first project brochure (D8.4), which focused on potential use cases, this second iteration will showcase successfully implemented demonstrators based on those use cases. By highlighting tangible results and demonstrating the practical applications of the project's innovations, the brochure aims to attract potential investors and partners who can contribute to the further development and commercialization of Domino-E outcomes.

Key selling points to be emphasized for this target audience include:

- **Proven technology:** Highlight the successful implementation of demonstrators, emphasizing the maturity and reliability of the technology.
- **Impact and benefits:** Emphasize the potential impact of the project's results on the industry and the broader community.
- **Market potential:** Clearly articulate the market opportunities and potential applications of the project's outcomes.
- **Investment opportunities:** Present compelling investment opportunities and partnership possibilities for businesses.

2.2 Background & Relation to the Work Programme

As previously mentioned, Deliverable 8.6, "Project Brochure Vol. 2," represents the second brochure developed within the Domino-E project. It has been developed in close coordination

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with Deliverable 8.1, "Communication Strategy and Action Plan (CASP)," ensuring alignment with the overall dissemination and stakeholder engagement strategy.

While maintaining consistency with the project's visual identity guidelines, this brochure will feature tailored content specifically designed to resonate with business stakeholders. It will include:

- **Concise project information:** A brief overview of the project's objectives, approach, and key achievements.
- **Compelling visuals:** Images and graphics showcasing the demonstrators and their functionalities.
- **Success stories:** Examples of successful implementations and their impact.
- **Call to action:** Clear guidance on how businesses can engage with the project and explore collaboration opportunities.

Project brochure Vol. 2 will be a key tool for attracting stakeholders at business-oriented events, such as exhibitions and conferences, and will also be prominently featured on the project website and disseminated through relevant online channels.

2.3 Budget

For the production and dissemination of both brochures (D8.4 and D8.6), a total budget of €2,000.00 was allocated for printing, cutting, and shipping. With over two-thirds of this budget remaining, we have an excellent opportunity to enhance the impact of "Project Brochure Vol. 2" by creating a comprehensive **Domino-E Media Folder**.

This Media Folder will take the form of a professionally designed folder containing a variety of materials, including:

- **Project Brochure Vol. 2:** The core printed brochure highlighting project outcomes and investment opportunities.
- **Promotional items:** Branded merchandise like stickers, pens, and notepads to enhance visibility and leave a lasting impression and promoting the various Domino-E channels.
- **Presentation slides:** Presentation slides for use at conferences and meetings (slides to be added by individual researchers).
- **Supporting materials:** Supplementary documents such as fact sheets, technical specifications, and success stories (to be added by individual researchers).

This approach allows for a more dynamic and engaging presentation of the project's achievements. The Media Folder provides a tangible and comprehensive package that can be tailored to different audiences and events, maximizing its effectiveness in attracting stakeholders and promoting the project's outcomes.

By reimagining the deliverable as a Media Folder, we can leverage the remaining budget to create a more versatile and more sustainable tool for project communication and dissemination.

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3 METHODOLOGY: TEXT AND DESIGN

The development of Deliverable 8.6, "Project Brochure Vol. 2," follows a structured methodology to ensure its effectiveness in achieving the outlined objectives. This methodology involved the following key steps:

3.1 Content Collection and Analysis

The foundation of a compelling brochure lies in its content. To ensure accuracy and relevance, the content collection process primarily focussed on:

- **Open Deliverables:** We reviewed the final use-case specific project deliverables, extracting key findings, achievements, and impactful visuals. This includes reports, presentations, and other documents that showcase the project's progress and results.
- **Demonstrator Descriptions:** Detailed descriptions of the successfully implemented demonstrators were collected and analysed – primarily by doing video interviews with project staff. This information has been used to create compelling narratives that highlight the practical applications and benefits of the project's technology.
- **Success Stories:** We gathered project testimonials and case studies from partners who have been involved in the demonstrators, providing real-world examples of the project's impact.

3.2 Content Structure and Design

Once the relevant content had been collected, it was structured in a clear and engaging manner to resonate with the target audience. This will involve:

- **Defining key messages:** Identifying the core messages that need to be conveyed to business stakeholders and potential investors.
- **Developing a narrative:** Crafting a compelling narrative that showcases the project's journey, achievements, and potential.
- **Visual design:** Creating a visually appealing layout that incorporates impactful imagery, clear typography, and the project's visual identity guidelines.

3.3 Content Structure and Design

The final stage involved the production and dissemination of the Domino-E Media Folder, including:

- **Printing and assembly:** Producing high-quality printed materials and assembling the Media Folder folders.
- **Digitalization:** Creating an interactive digital version of the brochure for online dissemination.
- **Distribution:** Distributing the Media Folder to project partners and key stakeholders, initially at the Domino-E booth at the ESA Living Planet Symposium in Vienna .
- **Promotion:** Actively promoting the brochure and its content through the project website, social media, and targeted online advertising.

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This structured methodology ensures that the "Project Brochure Vol. 2" effectively communicates the project's value proposition to its intended audience and contributes to achieving the broader dissemination and stakeholder engagement goals.

4 WORK DONE AND STATUS

4.1 Work Done

Fig.1 shows the front page of the Project Brochure Vol.2, which was realized in A4 format Leporello style folder. Fig. 2 shows the back page. Fig. 3 shows the brochure and the Domino-E Whitepaper on display at the ESA Living Planet Symposium 2025 in Vienna.

Fig.1

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WHY GET INVOLVED?

Earth observation is evolving - and the Domino architecture is shaping its future. As part of a growing European ecosystem, Domino offers new opportunities for SMEs, innovators and established players alike:

- **BUILD**
  modular services („dominoes") and connect to a standardized, federated EO marketplace.

- **DELIVER**
  through a cloud-ready, IT-agnostic architecture designed for openness, reusability and speed.

- **LEVERAGE**
  B2B and B2G sales models - from analytics and planning to system-level services.

- **ACCESS**
  subscription-based EO-as-a-service models without the need for large CAPEX investments.

The Domino architecture reduces market access barriers through standardization and approvment support. Join a multi-mission, multi-asset federation layer for Earth observation.

CHALLENGES ADDRESSED BY DOMINO-E

Earth Observation ground segments are fragmented, costly, and slow to adapt. The Domino-E project has developed four Dominoes that adress major EO challenges. The solutions developed in Domino-E ...

... enable cross-mission scheduling and optimization and unify fragmented systems.

... introduce a Virtual Assistant for natural language tasking, simplifying user access.

... achieve seamless federation of assets, reducing duplication and operational costs.

... establish secure, interoperable, and future-proof frameworks for sustainable growth.

> Domino-E empowers SMEs to innovate faster, scale smarter, and compete globally.
>
> **Grzegorz Taberski**
> ITTI

FEDERATED EO IS THE NEXT BIG LEAP. BE PART OF IT!

> Our goal with the Domino architecture is to establish a common standard within the community – just like USB did for IT.
>
> **Daniel Novak**
> AIRBUS

Fig.2

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Fig. 3

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5 CONCLUSION

Deliverable 8.6, "Project Brochure Vol. 2," represents a valuable instrument in Domino-E's strategy to engage business stakeholders and promote the project's exploitable outcomes. The postponement of the the finalization was strategically justified to ensure its alignment with the project's evolving communication goals and its reliance on publicly accessible results.

By reimagining the deliverable as a comprehensive Domino-E Media Folder, we are maximizing the use of available resources to create a versatile tool for stakeholder engagement. This Media Folder, containing the brochure, supporting materials, and promotional items, will ensure a dynamic and engaging presentation of the project's achievements at key events and through various dissemination channels.

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