

DOMINO



2nd Dissemination report; D8.7

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	D8.7 – 2 nd Dissemination report
Delivery Date	21/01/2025
Issue	v2
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).



Co-funded by
the European Union



EXECUTIVE SUMMARY

This report offers a comprehensive overview of the communication and dissemination activities undertaken by the DOMINO-E project during the past two years. It aligns with the strategic framework established in the Communication Strategy and Action Plan (D.8.1) and provides an update on the achievement of Key Performance Indicators. Incorporating and expanding upon the data and insights from the 1st Dissemination and Communication report (D.8.5), does this deliverable also refer to the Communication and Engagement Workshop report (D.8.2), the project website (D.8.3), and the Project brochure (D.8.4).

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 Aérospatiales	FR
6	Tilde SIA	LV
7	GMV	ES
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, and the EC Grant Agreement 101082230.

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
DOMINO-E D.8.5. 1st Dissemination Report	Version1	31/10/2023

DOCUMENT CHANGE RECORD

Issue	Change Author	Date	Page / paragraph affected
v1	Michael Anranter	21/10/2024	Set up document structure
v2	Michael Anranter	21/01/2025	Updates according to remarks made by reviewers

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	2
LIST OF PARTICIPANTS.....	3
APPLICABLE DOCUMENTS.....	4
DOCUMENT CHANGE RECORD.....	4
TABLE OF CONTENTS.....	5
LIST OF TABLES.....	6
1 INTRODUCTION.....	6
1.1 Description of Progress Achieved so Far.....	6
1.2 Communicating Domino-E.....	7
1.3 Joint Efforts to achieve the targets set in the CSAP.....	8
2 COMMUNICATION AND DISSEMINATION MATERIALS.....	8
2.1 Project Website.....	8
2.2 Social Media Channels.....	12
2.3 Self-authored content published on LinkedIn (as of Oct. 21, 2024).....	13
2.4 Templates.....	16
2.5 Scientific conferences & exhibitions.....	16
3 DISSEMINATION AND COMMUNICATION METRICS; KEY PERFORMANCE INDICATORS.....	16
4 DISSEMINATION AND COMMUNICATION FORECAST.....	18
4.1 Domino-E Whitepaper.....	18
4.2 Sponsored Content.....	18
4.3 Lead nurturing campaign.....	19
4.4 Domino-E Webinar Series.....	19
4.5 Conferences, Congresses, and Journal Articles.....	19
4.6 Project Flyer v.2.....	19
4.7 Cognate Projects.....	19
5 INTERNAL COMMUNICATION.....	20

LIST OF TABLES

Table 1: Stakeholder categories linked with key messages 2023 and 2024.7

Table 2: Website: Key Performance Indicators Targets & Achievements.....11

Table 3: Updated LinkedIn entries14

Table 4: Updated X entries15

Table 5: YouTube entries.....15

Table 6: List of deliverables aligned with WP817

Table 7: List of Milestones relevant to WP8.....17

Table 8:Updated KPIs related to C&D tools18

1 INTRODUCTION

The DOMINO-E project operates within a dynamic landscape where there’s a growing interest from various sectors, including private companies in developing space-based services. To effectively reach this diverse audience, which encompasses consultant experts, data analysts, government officials, and small and medium-sized enterprises (SMEs), DOMINO-E has implemented a targeted communication strategy. The overarching goal of DOMINO-E’s communication efforts is to effectively convey the value and benefits of the federated data generation layer to potential stakeholders, positioning the project as a leading solution in the field of Earth Observation.

1.1 Description of Progress Achieved so Far

In the first twelve months, DOMINO-E’s communication efforts primarily focused on laying the groundwork. This involved identifying key stakeholders, establishing communication channels, and developing a strategic approach to disseminate project information effectively (see D. 8.5). Over the past year (months 13-24), however, DOMINO-E has intensified its communication activities with a focus on the following key areas:

- **Refining Dissemination Strategy:** The project has refined its strategy to ensure maximum impact, including defining the role of SMEs in DOMINO-E’s development and providing incentives for their participation.
- **Content Creation:** The development of a comprehensive whitepaper, outlining the project's goals, achievements, and future prospects, has been a significant undertaking. Additionally, the project has initiated the development of a webinar series to provide in-depth insights into various aspects of DOMINO-E.
- **Dissemination and Outreach:** A strategic methodology for early access to the whitepaper and a targeted email campaign for webinar invitations has been implemented. Furthermore, DOMINO-E partners have significantly increased their presence and contributions to scientific conferences and workshops, actively participating and supporting the design of these events.
- **Enhanced Communication Efforts:** The project has intensified its communication activities across various channels, including the website news section, personalized outreach related to conference participations, and the development of sponsored content articles.



1.2 Communicating Domino-E

DOMINO-E's communication strategy has evolved to better align with its goals¹. Through internal discussions and external collaborations, the project refined its key messages. These changes reflect a stronger focus on SME engagement and a more inclusive Earth Observation ecosystem. The stakeholder categorization introduced in Deliverable 8.1 and Deliverable 8.2, now updated with new insights from trilateral meetings with GMV and ADS, as well as insights from partner interviews, informed these refinements. The revised key messages are more precise in their formulation and emphasize DOMINO-E's role in empowering SMEs, democratizing data, and fostering collaboration².

Stakeholder Category	Key Messages 2023	Key Messages 2024 (NEW)
OVERALL (NEW)		Domino-E drives Innovation in Earth Observation
Pioneers	DOMINO-E increases the quality of Earth observation data from space	DOMINO-E provides a flexible framework and standardized interfaces that empower SMEs to develop innovative Earth observation applications. DOMINO-E's modular architecture allows SMEs to focus on developing specific components of Earth observation systems, reducing the complexity and cost of entry.
Enablers	DOMINO-E makes Earth observation accessible to everyone	DOMINO-E is dedicated to improving the quality, speed, accessibility, and interoperability of Earth observation data. DOMINO-E fosters a collaborative ecosystem where SMEs can connect with research institutions, industry leaders, and other stakeholders to share knowledge, resources, and best practices.
Enhancers	DOMINO-E democratizes Earth Observation	DOMINO-E democratizes Earth observation data, empowering a diverse range of users to make valuable contributions to fields such as military operations, sustainable development goals (SDGs), biodiversity monitoring, climate change research, and disaster management. DOMINO-E contributes to economic development by supporting the creation of new Earth observation-based businesses, jobs, and services.

Table 1: Stakeholder categories linked with key messages 2023 and 2024.

¹ See D.8.1. Communication Strategy and Action Plan

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.

1.3 Joint Efforts to achieve the targets set in the CSAP

OKP, as the lead beneficiary of WP8, has consistently sought to involve all project partners in DOMINO-E's communication and dissemination efforts. The first twelve months were marked by intensive planning, resulting in deliverables D8.1 and D.8.2. The successful collaboration from the first year was seamlessly carried forward into the second project year. Regular monthly meetings continued to serve as a platform for exchanging information on overall project development and communication activities. These meetings ensured that all partners remained informed and provided opportunities for feedback on Communication and Dissemination actions and materials as well as they allowed a low-threshold format to ask for support in the making of conference posters and other communication (e.g. Domino-E Coverage Service).

Partners made significant contributions during this period. They were actively involved in creating content such as videos (ADS, Capgemini, ITTI, Onera) and the Domino-E whitepaper (ADS, GMV), and played a key role in enhancing DOMINO-E's visibility on social media platforms and at conferences. The willingness of scientific partners to share their expertise through conferences and webinars significantly expanded the project's reach (ADS, GMV, Onera).

Key Elements of Successful Collaboration:

- Regular Communication: Participation at monthly meetings
- Scientific Contributions: Sharing research findings at conferences and webinars.
- Joint Content Creation: Collaborative efforts among partners to produce materials like videos, the Domino-E whitepaper, and presentations.
- Active Social Media Engagement: Promoting DOMINO-E's visibility on LinkedIn.

2 COMMUNICATION AND DISSEMINATION MATERIALS

DOMINO-E plays a pivotal role in bridging the gap between satellites and ground segments, fostering a more integrated and efficient ecosystem for satellite-based Earth observation and data collection. To highlight this contribution, specific communication and dissemination measures were outlined in the Grant Agreement and further elaborated the CSAP. This section provides an overview of the initiatives undertaken to increase the project's visibility in this area.

Note: All following sub-sections are cumulative, encompassing results from both 2023 and 2024. Entries pertaining to the previous reporting period (prior to November 1, 2023) are displayed in regular, while those from the current reporting period (November 1, 2023 - October 31, 2024) are in bold format for improved readability.

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

1. Invitation and Registration Form; Domino-E Stakeholder Engagement Workshop: Your Access to Earth Observation (01.01.2023 - 26.01.2023)
2. **Prepared: Pop-up for Exclusive Whitepaper Download (31.10.2024 - 31.12.2024)**

News

1. News entry: DOMINO-E Kick-off Workshop in Brussels (30.11.2022)
2. News entry: Watch our first Domino-E workshop online! (31.01.2023)
3. News entry: Climate change Tracking from space: From mono to multi-mission design (11.04.2023)
4. News entry: Help satellite mission planners understand, what people say (15.04.2023)
5. News entry: Data retrieval through satellites: How does it work? (04.05.2023)
6. **News entry: Machine learning in Domino-E use cases (10.08.2023)**
7. **News entry: Along the River: the Stream of Earth Observation (20.12.2023)**
8. **News entry: Applying Earth Observation: Energy Poverty (18.01.2024)**
9. **News entry: Earth Observation of the Future (12.02.2024)**
10. **News entry: Observing Life on Earth from Space (22.02.2024)**
11. **News entry: Domino-E at the 23rd International Conference on Autonomous Agents and Multiagent Systems (08.05.2024)**
12. **News entry: Backcast: Domino-E at ESAW Conference 2024 (21.06.2024)**
13. **News entry: Fostering Collaboration in Earth Observation: Introducing the Domino Architecture (27.06.2024)**
14. **News entry: Ariane 6: New Launcher Capacities for Europe's Space Industries (10.07.2024)**
15. **News entry: Pléiades Constellations: Illuminating Earth's Past, Present, and Future – A Necessity for the Domino Satellite Ecosystem (13.09.2024)**
16. **News entry: One Domino at a Time: Daniel Novak (ADS) on the Future of the Earth Observation Architecture (31.10.2024)**
17. **News entry: Mastering Satellite Coordination: Cédric Pralet on the Coverage Service Domino and Decision-Making in EO (31.10.2024)**
18. **News entry: Optimizing the Skies: Gauthier Piccard on Revolutionizing Satellite Image Acquisition with AI (31.10.2024)**
19. **News entry: Building the Skyscraper of Space Collaboration: Grzegorz Taberski on the Role of Domino Architecture in Earth Observation (31.10.2024)**
20. **News entry: Satellite Communication as Shared Resource: Jakub Rezler on DOMINO-E's Approach to Space Resource Management (31.10.2024)**
21. **News entry: Reinventing Satellite Communication: Domino's Quest for Scalability and Cost-Efficiency (31.10.2024)**
22. **News entry: Marie Devant on Innovating Earth Observation: Building Modular Software Systems with Domino-E (*review pending*)**
23. **News entry: How the Domino Architecture is Fostering Flexibility and Collaboration in the EO Market (*review pending*)**
24. **News entry: Building the Future of Earth Observation: Matthieu Vansteenen on Pioneering the Domino Architecture (*review pending*)**

Project Output

Conference Papers, Abstracts, Articles

1. Farge et al., 2024. Going Beyond Mono-Mission Earth Observation: Using the Multi-Agent Paradigm to Federate Multiple Missions. Conference Paper presented at AAMAS 2024, May 6–10, 2024, Auckland, New Zealand.
2. De Lussy C. and J. Guerra, 2024. Domino-E Coverage Service. Poster to the 9th European Mission Operations Data System Architecture Workshop (ESAW), 13-14.06.2024, Darmstadt, Germany.

3. Pralet C. et al., 2024. Découpage de grandes zones pour l’observation de la Terre à l’aide de plusieurs constellations de satellites. Conference Paper presented at the 25th ROADEF Congress, Amiens, France. 4-7 March 2024
4. Pavero P., 2024. Domino-E Satellite Communication & Resource Management Service. Poster to the 9th European Mission Operations Data System Architecture Workshop (ESAW), 13-14.06.2024, Darmstadt, Germany.
5. De Lussy C. et al., 2024. Domino-E coverage service - A flexible, smart automated tool for multi-mission federation. Conference Paper presented at the IAF Earth Observation Symposium
6. Pavero P. et al., 2024. Satellite communication management Domino, for constellation and ground station as a service interconnection. Conference paper presented at the IAF Earth Observation Symposium

Project Deliverables

- Deliverable 3.2 - Design and Interface Requirement for Coverage Management
- Deliverable 4.2 - Design and Interface Communication Booking
- 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
- Deliverable 8.4 - Project Brochure
- Deliverable 8.5 - 1st Dissemination report

Domino-X

- 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
- **DominoX Datapack Download**

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
- **Download: Domino-E Whitepaper (pending)**

Website Key Performance Indicators & Forecast

The website traffic is monitored through Google Analytics. As of October 2023, we counted 579 page views on the Domino-E website. As of September 2024 we counted 1372 page views and 3644 interactions. The amount of backlinks was augmented from 0 to 2 backlinks. More than 100 times were documents downloaded from the Domino-E website.

Version	Page visits	Page interactions	Backlinks	Downloads
KPI Application	50.000 page visits	/	5 backlinks	/
KPI 11.2023	579 page visits	1840 page interactions	0/5 backlinks	100+ downloads

KPI 09.2024	1372 page visits	3644 page interactions	2/5 backlinks	100+downloads
KPI Target - NEW	6000 page visits	8000 page interactions	5/5 backlinks	200+ downloads
KPI 11.2025	TBA	TBA	TBA	TBA

Table 2: Website: Key Performance Indicators Targets & Achievements

We initially aimed to achieve 50,000 website visits over a three-year period. However, this target has proven to be unrealistic due to a fundamental misalignment between the expected audience and the actual scope of the project. While the initial assumption was that the project's theme of "democratizing Earth Observation" would appeal to a broad audience, it has become evident that the developed outputs are primarily relevant to a specialized group—namely, stakeholders potentially involved in building a federated Earth Observation ecosystem. Consequently, we propose reducing the target to 6,000 visits. Below, we present a transparent analysis of the challenges encountered, along with the rationale for this adjustment:

Website Performance

The website features professional branding and engaging multimedia content. Its loading speed is excellent, ensuring a seamless user experience. While these strengths are evident, they alone have not translated into broader engagement, as explained in the following sections.

Website Content

The website has covered a variety of topics and thematic priorities over the course of the project. While this reflects the diverse scope of activities, it may have contributed to confusion among visitors about the project's core objectives. For example, transitioning from broader conceptual discussions to specific technical outputs may have diluted the clarity of messaging. Despite this, content has been consistently created and published since the website launch. Moving forward, as project results and public deliverables become available, the website's thematic focus will naturally sharpen, providing clearer communication of the project's goals and outcomes.

Website Engagement

Website engagement metrics indicate satisfactory user interaction. Average dwell times are within expected ranges, and the number of clicks is more than 2.5 times the number of views, suggesting that users actively explore the site. Spikes in website traffic during the release of specific materials, such as conference papers available for download, suggest that targeted, relevant content can attract the intended audience. However, such spikes have been sporadic due to limited content availability.

Website Visibility

To date, no budget has been allocated for sponsored content or paid campaigns to boost visibility on social media. This decision was based on the lack of mature, market-ready outputs, which are expected to become available with the release of the Domino-E Whitepaper. At that point, we anticipate a significant improvement in content relevance and visibility.

A key assumption during the proposal phase was that participating project partners would actively promote the project on their channels. However, due to internal communication policies (e.g., no linking to external websites from company websites), this has been significantly limited, reducing the amplification potential we initially anticipated.

Penetration Coefficient Assumptions of Target Groups

While the overarching concept of a federated Earth Observation layer is inherently valuable, its appeal has primarily been limited to niche audiences rather than the broader public initially envisioned. This misalignment stems from the assumption during the proposal and contracting phases that the project's outcomes would attract a wide and diverse audience. Also, at that time there was only preliminary market analysis and exploitation plans available. In practice, the true target group has proven to be much narrower, consisting predominantly of technical stakeholders, developers, and organizations with a direct interest in contributing to the federated infrastructure.

Furthermore, did key stakeholders not sufficiently highlighted specific, tangible benefits of the federated layer, such as potential cost savings for end users, incentives for developers, and opportunities for long-term collaboration. While some of these elements fall outside the direct scope of the project's deliverables, their absence in the communication strategy has likely diminished the project's perceived relevance and limited its ability to engage its primary audience effectively. This oversight underscores the need to refine both the project's messaging and its dissemination strategies to better align with the realistic composition and needs of its audience.

Proposed Actions and Future Focus

The project's primary goal is not mass public outreach but rather facilitating collaboration to advance a federated layer for ground segments. This strategic shift will guide our final communication efforts, ensuring alignment between project deliverables and measurable impact.

Based on the above analysis, reducing the website visit target to 6,000 visits over three years is a realistic and evidence-based adjustment. This target aligns with the niche nature of the audience and reflects the current and anticipated trajectory of content development and dissemination. In the final months of the project, we will:

1. Focus on quality visits: Beyond raw visitor numbers, we will emphasize qualitative metrics such as downloads, interactions, and repeat visits, which better reflect the project's objectives of fostering collaboration.
2. Target relevant communities: Conduct a full content review to ensure all published materials align with the refined target audience and communicate the project's core value proposition effectively. Focus on engaging stakeholders directly involved in Earth Observation and federated system development through tailored content and direct outreach.
3. Leverage service and product testing: Capitalize on the anticipated availability of tangible outputs starting February 2025 by running dedicated campaigns and allocating budget for sponsored content on social media.

2.2 Social Media Channels

The social media landscape is constantly evolving. DOMINO-E is currently active on LinkedIn (<https://www.linkedin.com/company/88068447/>) and YouTube (dominoeurope). It also maintains a presence on X (former Twitter) (@DominoE_HEurope). Given, however, the shift in

the platform's tone and the significant user migration away from it, we have chosen no longer create content exclusively for X, but strategically shift our focus to LinkedIn—a platform that aligns much better with our target audience and communication goals. By focusing our efforts on LinkedIn, we aim to maximize engagement with our target audience and effectively communicate the project's advancements in satellite integration and Earth observation. As we progress, we will continuously evaluate the effectiveness of our communication strategies and adapt to the ever-changing social media landscape.

Domino-E does also maintain a presence on YouTube that has a long-term value to the project as it remains a valuable platform for hosting project videos and webinars, ensuring continued accessibility for future audiences and fostering knowledge sharing.

2.3 Self-authored content published on LinkedIn (as of Oct. 21, 2024)

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	https://www.linkedin.com/feed/update/urn:li:activity:7022627146489565184
21.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7025730010627862528
30.01.2023	https://www.linkedin.com/feed/update/urn:li:activity:7031278929361391616
14.02.2023	https://www.linkedin.com/feed/update/urn:li:activity:7045061475241013248
24.03.2023	https://www.linkedin.com/feed/update/urn:li:activity:7047553121559941120
31.03.2023	https://www.linkedin.com/feed/update/urn:li:activity:7051819922863050753
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:7051824893113327616
12.04.2023	https://www.linkedin.com/feed/update/urn:li:activity:7052551060690747392
14.04.2023	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
30.10.2023	https://www.linkedin.com/feed/update/urn:li:activity:7124676223158353920
20.12.2023	https://www.linkedin.com/feed/update/urn:li:activity:7143195054491295744
03.01.2024	https://www.linkedin.com/feed/update/urn:li:activity:7148324910875021313
19.01.2024	https://www.linkedin.com/feed/update/urn:li:activity:7154056754429911040

13.02.2024	https://www.linkedin.com/feed/update/urn:li:activity:7163101513878302720
02.02.2024	https://x.com/DominoE_HEurope/status/1753412507991970191?s=20 https://www.linkedin.com/posts/gauthier-picard-27693522_domino-e-your-access-to-multi-mission-earth-activity-7169276076416823297-
01.03.2024	A2j1?utm_source=share&utm_medium=member_desktop
04.03.2024	https://www.linkedin.com/feed/update/urn:li:activity:7171456183424249856
07.03.2024	https://www.linkedin.com/feed/update/urn:li:activity:7191079135459319808 https://www.linkedin.com/posts/gauthier-picard-27693522_aamas-optimization-multiagent-activity-7193077695075823616-
07.05.2024	TPqA?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/gauthier-picard-27693522_whova-activity-7193190386599686144-
08.05.2024	yxPN?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/gauthier-picard-27693522_aamas-space-multiagent-activity-7193483025773457408-
09.05.2024	kTZj?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/gauthier-picard-27693522_aamas-uavs-utm-activity-7194162300872720384-
10.05.2024	u74b?utm_source=share&utm_medium=member_desktop https://www.linkedin.com/posts/gauthier-picard-27693522_aamas24-day-5-gave-a-talk-at-the-23rd-international-activity-7194794190247993345-mr-
10.05.2024	P?utm_source=share&utm_medium=member_desktop
11.05.2024	https://www.linkedin.com/feed/update/urn:li:activity:7194628054172741632 https://www.linkedin.com/posts/grzegorz-taberski-54a2b05_i-have-a-pleasure-to-met-polish-esa-astronaut-activity-7204370879827316736-
07.06.2024	Y4z9?utm_source=share&utm_medium=member_desktop
07.06.2024	https://www.linkedin.com/feed/update/urn:li:activity:7204740794774089729
12.06.2024	https://www.linkedin.com/feed/update/urn:li:activity:7206634908679614466
21.06.2024	https://www.linkedin.com/feed/update/urn:li:activity:7209867685180952577
27.06.2024	https://www.linkedin.com/feed/update/urn:li:activity:7212016973407281153
01.07.2024	https://www.linkedin.com/feed/update/urn:li:activity:7213614073198874624
10.07.2024	https://www.linkedin.com/feed/update/urn:li:activity:7216790035575013377
12.07.2024	https://www.linkedin.com/feed/update/urn:li:activity:7217453915871580160
20.09.2023	https://www.linkedin.com/feed/update/urn:li:activity:7242854385272180736 https://www.linkedin.com/posts/domino-e_horizoneu-iac2024-euspaceresearch-activity-7253034135479275521-
20.10.2024	OVvr?utm_source=share&utm_medium=member_desktop
20.10.2024	https://www.linkedin.com/feed/update/urn:li:activity:7253035112383037442

Table 3: Updated LinkedIn entries

2.3.1 Self-authored content published on X (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

15.01.2023https://x.com/DominoE_HEurope/status/1614401313122705409?s=20
 17.01.2023https://x.com/DominoE_HEurope/status/1615374353272823808?s=20
 17.01.2023https://x.com/DominoE_HEurope/status/1615376274964480001?s=20
 21.01.2023https://x.com/DominoE_HEurope/status/1616863726539542528?s=20
 27.01.2023https://x.com/DominoE_HEurope/status/1619053578215370752?s=20
 06.02.2023https://twitter.com/DominoE_HEurope/status/1622722548952604673?s=20
 26.07.2023https://x.com/DominoE_HEurope/status/1695006039077233072?s=20
 25.08.2023https://x.com/DominoE_HEurope/status/1695006039077233072?s=20
 29.08.2023https://x.com/DominoE_HEurope/status/1696547721878884551?s=20
 30.08.2023https://x.com/DominoE_HEurope/status/1696871211857314173?s=20
 30.08.2023https://x.com/DominoE_HEurope/status/1696872212462973389?s=20
 31.08.2023https://x.com/DominoE_HEurope/status/1697147115867193670?s=20
 01.12.2023https://x.com/DominoE_HEurope/status/1730626605582516318
 12.01.2024https://x.com/DominoE_HEurope/status/1745724569237782664?s=20
 12.01.2024https://x.com/DominoE_HEurope/status/1745726407009882202?s=20
 12.01.2024https://x.com/DominoE_HEurope/status/1745728595375308887?s=20
 16.01.2024https://x.com/DominoE_HEurope/status/1747331734582997447?s=20
 18.01.2024https://x.com/DominoE_HEurope/status/1747917388652155372?s=20
 30.01.2024https://x.com/DominoE_HEurope/status/1752421235349127340
 02.02.2024https://x.com/DominoE_HEurope/status/1753412507991970191
 13.02.2024https://x.com/DominoE_HEurope/status/1757333531871658126
 04.03.2024https://x.com/DominoE_HEurope/status/1764680021082263552
 07.03.2024https://x.com/DominoE_HEurope/status/1765745493970165886
 07.03.2024https://x.com/DominoE_HEurope/status/1765767864034758939
 07.03.2024https://x.com/DominoE_HEurope/status/1765767229889511638
 07.03.2024https://x.com/DominoE_HEurope/status/1765767864034758939
 12.03.2024https://x.com/DominoE_HEurope/status/1767515830747545914
 30.04.2024https://x.com/DominoE_HEurope/status/1785316347766816947
 03.05.2024https://x.com/DominoE_HEurope/status/1786342752797483013
 03.05.2024https://x.com/DominoE_HEurope/status/1786343354944381189
 10.05.2024https://x.com/DominoE_HEurope/status/1788860783708733727
 12.06.2024https://x.com/DominoE_HEurope/status/1800870673986072579
 14.06.2024https://x.com/DominoE_HEurope/status/1801605497306382730
 21.06.2024https://x.com/DominoE_HEurope/status/1804080403810062790
 21.06.2024https://x.com/DominoE_HEurope/status/1804096030578794582
 12.07.2024https://x.com/DominoE_HEurope/status/1811683109236081121
 12.07.2024https://x.com/DominoE_HEurope/status/1811683111119225062
 12.07.2024https://x.com/DominoE_HEurope/status/1811683112977305785
 12.07.2024https://x.com/DominoE_HEurope/status/1811685583581818882
 20.10.2024https://x.com/DominoE_HEurope/status/1837100831650324783

Table 4: Updated X entries

2.3.2 Videos published on YouTube (as of Oct. 20, 2024)

[Your Access to Earth Observation | Domino-E Stakeholder Workshop | Jan 26, 31.01.2023](#)
[2023 - YouTube](#)

Table 5: YouTube entries

2.4 Templates

To ensure consistency and a unified brand identity across all project outputs, the presentation and deliverable templates developed in the first project year will be continued to be utilized in year two. All templates streamline the production of project materials and contribute to a cohesive and professional image for the project. Minor updates have been made to fully comply with the requirements of the EC visibility guidelines.

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)
11.2023	ESAW Darmstadt	Severine Provost (Airbus)
03.2024	ROADEF 2024	Cédric Pralet (ONERA)
05.2024	AAMAS 2024	Gauthier Picard (ONERA)
06.2024	ESAW 2024	Sylvain Ythier (ADS)
06.2024	ESAW 2024	Sylvain Ythier (ADS)
10.2024	IAC 2024	Amaya Atencia Yepes (GMV)

Table 5: Updated list of conference presentations

3 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	1st dissemination report	OIKO	PU	M12	Completed
D8.6	Project brochure V2	OIKO	PU	M18	Delayed
D8.7	2nd dissemination report	OIKO	PU	M24	Submitted
D8.8	3rd 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	KPI according to DoW	1st Diss. Report (as of Oct. 20, 2023)	2nd Diss. Report (as of Oct 2024)	3rd Diss. Report (due in Oct 2025)
Website	50.000 visits during the project; 5 backlinks to website content on channels not owned by partners	Page visits: 579 Interactions: 1840 Downloads: / Backlinks: 2	Page visits: 1372 Interactions: 3644 Downloads: 100+ Backlinks: 2	
LinkedIn/X	3 SM channels continuously updated.	52 Follower / 32 Follower	76 Follower / 115 Follower	
Videos (Youtube)	/	64 views	89 views	
Engagement workshops	/	3 internal workshops; 1 incl. 32 external stakeholders	COMPLETED	COMPLETED
Scientific conferences	10 presentations at scientific conferences	4 conference participations	10 conference presentations	
Scientific Journals/Papers	8 scientific publications submitted to peer review processes	/	1 scientific paper submitted to peer review process	
Lead Nurturing E-mail Campaign	150 SMEs contacted through lead nurturing campaign; 40	/	SET-UP; 2 lists available with 360 + 80 relevant contacts	No. E-mails sent & response rate

	SMEs requesting information			
Webinar Series	1 regular webinar series	/	CONTENT CREATION COMMENCED	No. of webinars produced and no. of participants
Whitepaper	1 Whitepaper on standards and interfaces developed in DOMINO-E	/	SET-UP (and scheduled for exclusive download until 01.2025)	No. of downloads
Exhibitions	Participation and presentation of DOMINO-E at 2 international exhibitions and fairs.	/	No. of participations	No. of participations
Face-to-Face Meetings	5 Face-to-Face Meetings per year.	/	No. of meetings	No. of meetings

Table 8: Updated KPIs related to C&D tools

4 DISSEMINATION AND COMMUNICATION FORECAST

In the past year, significant progress has been made in developing high-quality content for the DOMINO-E project. Building on this foundation, the final year will focus on maximizing the impact of this content and intensifying communication and dissemination efforts. This section outlines the key strategies and initiatives that will be implemented to achieve these goals, including a substantial increase in website traffic and a long-term strategy for maintaining project visibility beyond the project's end.

4.1 Domino-E Whitepaper

The DOMINO-E Whitepaper is nearing completion and is expected to be released in November or December 2024. Once finalized, it will be made available exclusively to those who provide their contact information for a two-month period. This exclusive access will serve as a lead generation tool for the B2B campaign and will be promoted through targeted campaigns on X and LinkedIn.

4.2 Sponsored Content

A series of sponsored content articles have been planned to increase visibility and drive traffic to the project website. The first campaign, featuring an article on the DOMINO-E Whitepaper (Title: DOMINO-E Whitepaper_New Business Opportunities in Earth Observation), has already been prepared for Space News, an online media outlet reaching over 19,000 industry decision-makers, investors, and suppliers.

Additional campaigns are planned for the future, focusing on the project's ecosystem, modular approach, and technical results. Collaborations are being pursued with leading media outlets including SpaceNews, European Spaceflight, Futurezone.at and the Financial Times.

4.3 Lead nurturing campaign

The lead nurturing email campaign is a cornerstone of the communication strategy. Following the release of the Whitepaper, this campaign will focus on driving engagement with the DOMINO-E webinar series. The lead nurturing email campaign is a cornerstone of the communication strategy. Following the release of the Whitepaper, this campaign will focus on driving engagement with the DOMINO-E webinar series.

4.4 Domino-E Webinar Series

The planned webinar series, consisting of three 90-minute sessions, is scheduled to take place in February and March 2025. The primary responsibility for content and organization lies with OIKOPLUS, though close cooperation with the other project partners is ensured. To ensure a varied and engaging presentation, different formats such as online interviews, videos, and presentations will be combined. The recordings of the webinars will subsequently be made publicly available on YouTube. The timing of the webinars has been deliberately chosen to address, in particular, smaller companies seeking to enter the EO market. Specifically, the third and final session will explore concrete opportunities for joint project development, including within the framework of Horizon Europe.

4.5 Conferences, Congresses, and Journal Articles

While the minimum number of targeted conference contributions has been met, two additional congresses will be identified in collaboration with ADS and project partners for the final year. DOMINO-E plans to exhibit at these events, with representatives from C&D officers, participating companies, and ADS bid management attending. The selected congresses will focus on promoting both the project's applications and the innovative concept of the modular EO system. Applications are currently under review.

- Munich New Space Summit; October. Exhibition stands: https://www.munich-newspace-summit.org/wp-content/uploads/2024/07/Anschreiben_Messestaende_engl.pdf
- Industry Space Days; September. Exhibition stands: <https://isd.esa.int/exhibition/>
- INTERGEO; October. Exhibition stands: <https://www.intergeo.de/en/welcome-to-intergeo>
- SpaceTechExpo; November: [Book A Stand: Showcase Your Technologies | Space Tech Expo Europe](#)

While the planned research publications have not yet been realized, the recent addition of a scientist to the ONERA team and ongoing technical clarifications increase the likelihood of successful submissions. Target journals remain as specified in Del. 8.2 and 8.5.

4.6 Project Flyer v.2

The second project brochure is scheduled to be produced towards the end of the project with a primary focus on dissemination. Consequently, its development has been postponed by several months. This delay was previously announced in the last annual review.

4.7 Cognate Projects

The project has successfully fostered strong collaborations with fellow Domino projects (Domino-X, Domino-A, and Domino-S). Through joint initiatives such as publications and

workshops, we have enhanced the visibility and impact of all projects involved. Moreover, active participation in the Fraunhofer Institute's EO4 EU & Sister Projects network has facilitated knowledge sharing and expanded our professional connections.

5 INTERNAL COMMUNICATION

Internal communication plays a pivotal role in the project's success. It ensures smooth exchange among various project stakeholders, preventing misunderstandings and fostering synergy. To promote efficient collaboration, internal communication has been continuously intensified in recent months.

Communication occurs at multiple levels: within individual work-packages and use cases, bi-weekly meetings are held. At the project level, monthly meetings are convened to discuss and align on overall project progress. Additionally, project stakeholders have access to various digital collaboration platforms. A shared project repository is provided by OKP, while ADS offers the Klaxoon platform for organizing work processes. For cross-project work packages WP7000 and WP8000, trilateral meetings between OKP, GMV, and ADS are held.

Regular mid-term and annual reviews serve to evaluate project progress and plan future steps. These reviews provide an excellent opportunity to integrate the results of different work packages and ensure that the project remains on track.