

DOMINO



3rd Dissemination report; D8.8

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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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EXECUTIVE SUMMARY

This Communication and Dissemination (C&D) Report consolidates all activities carried out during the 36-month duration of the DOMINO-E project. It provides a cumulative overview of the project's communication and dissemination strategy, measures, and outputs, while presenting detailed insights into the final reporting period (November 2024 – October 2025). By doing so, the report not only documents achievements but also evaluates impact against the targets and key performance indicators (KPIs) defined in the Grant Agreement and subsequent reviews.

The report demonstrates that all planned measures were implemented, ranging from the continuous operation of the project website and social media channels, to the production of major dissemination assets such as the DOMINO-E Whitepaper and Project Brochure Vol. 2, to the organisation of a multi-session Webinar Series with strong SME participation and the ongoing meetings with high-level industry representatives and stakeholders. Contributions to scientific conferences and exhibitions exceeded the contractual KPIs, and a coordinated presence at the ESA Living Planet Symposium 2025 provided a key highlight for visibility and stakeholder engagement.

Across digital channels, the project achieved substantial growth on LinkedIn (+715% in followers since 2024), consolidated its presence on YouTube with a coherent video library, and strategically scaled back activity on X in response to sector-wide user migration. Website metrics fell short of the original visit target but met or exceeded the revised KPI thresholds for interactions, backlinks, and downloads, demonstrating a successful shift from broad visibility to high-value engagement within the project's specialised audience.

The report also highlights the project's efforts in cross-project collaboration. DOMINO-E worked closely with the Domino family of projects (Domino-X, Domino-A, MESEO, Reference System Service, and SPIDER), contributed to the Fraunhofer EO4EU network and the European Commission's EO Technologies Exchange Platform, and established communication-focused partnerships with BIO-CAPITAL and Klimagärten³, ensuring that Domino-E's messages were embedded in wider European debates on sovereignty, resilience, and biodiversity.

In conclusion, this report shows that DOMINO-E has met most of its communication and dissemination commitments, adapted effectively to challenges and shifting external conditions, and established a solid legacy for the project's outputs. The website, whitepaper, brochure, YouTube series, and social media channels will remain accessible beyond the project's lifetime, ensuring that the project's impact continues to extend into the years ahead.

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 Aéropiales	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	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
DOMINO-E D.8.6. Project Brochure	Version 2	21/06/2025
DOMINO-E D.8.7. 2nd Dissemination Report	Version2	31/10/2024

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1 INTRODUCTION

This report consolidates all communication and dissemination activities carried out during the 36 months of the DOMINO-E project. While the cumulative scope is documented, detailed insights are deliberately provided only for the third project year in order to avoid redundancies and to highlight the most recent developments.

DOMINO-E operates within a dynamic landscape of increasing interest in the development of space-based services. To respond to this environment, the project’s communication activities have been carefully designed to reach a broad spectrum of target groups. These include the scientific community, where researchers and academics engage with methodological and conceptual advances, and technical experts and engineers, who require concrete information on interoperability and system architecture.

At the same time, institutional stakeholders and policy actors are addressed to ensure coherence with European priorities in space and data governance. A further central audience comprises small and medium-sized enterprises (SMEs) as well as industry players, whose involvement is critical for technology uptake and for consolidating the Domino architecture beyond the project consortium.

During the third project year, communication placed particular emphasis on SMEs and on the concrete results achieved by the project. A persistent challenge in this regard has been the handling of sensitive information. New security considerations – both within the Competitive Europe framework and in the context of Russia’s war of aggression – have required communication to strike a careful balance between openness and necessary restrictions. This has also sharpened the underlying question of accessibility: communication must indeed be transparent, but in the case of ground segments, the decisive issue remains accessible to whom.

1.1 Description of Progress Achieved so Far

During the first 24 months, DOMINO-E's communication and dissemination activities focused on laying the foundations for effective outreach. This phase was dedicated to identifying key stakeholders, establishing communication channels, and designing a dissemination strategy that clarified the project's value proposition—particularly for SMEs and other potential adopters of the Domino architecture. Core outputs such as the first project whitepaper and the conceptualisation of a webinar series provided the basis for more targeted activities in the following period. Partners also began increasing their presence at conferences and workshops, ensuring that DOMINO-E gained early visibility in relevant scientific and policy arenas.

Building on this groundwork, the third project year marked a shift towards implementation and tangible impact. The refined dissemination strategy translated into concrete activities, with a strong emphasis on industry engagement through webinars and tailored content. Key highlights included:

- The rollout and promotion of a multi-part webinar series, jointly implemented by all partners and supported by a comprehensive media and email campaign.
- Consistent activation of online channels, from the news section to social media, resulting in marked growth in website visitors, LinkedIn followers, and overall impressions.
- Publication of Project Brochure 2, focusing on the role of Domino-E for SMEs.
- A visible presence at major trade fairs and exhibitions, partly in collaboration with DG DEFIS, and including an independent booth at ESA's Living Planet Symposium.

It should be noted that only one of the original communication targets could not be met: the 50,000 website visits, as already discussed in the previous report (see D8.7) and during the Implementation Review in November 2024. However, it is equally important to highlight that numerous other indicators related to the Domino-E website were successfully achieved – or even exceeded. These include significant growth in unique visitors, engagement time, and referral traffic from social media and partner websites. A more detailed analysis of these achievements is provided in Chapter 2.1.

1.2 Communicating Domino-E

DOMINO-E's communication strategy has continued to evolve in 2025, with most of the key messages formulated in 2024 remaining valid. These messages — focusing on SME engagement, democratization of Earth Observation data, and the creation of a collaborative ecosystem — proved to be robust and aligned with the project's overall objectives.

However, one additional key message was introduced in 2025, particularly relevant for the Enhancers stakeholder group. This new emphasis reflects the current global security environment and underlines the necessity of building an independent and sovereign satellite infrastructure for Europe. While first introduced in the Domino-E webinar series in early 2025, this message was made significantly more explicit in the content published from September 2025 onwards.

Additional Key Messages (2025):

- Domino-E strengthens Europe's technological sovereignty by enabling modular and federated satellite ground infrastructure, reducing dependency on external providers.

- Domino-E contributes to Europe’s resilience and security by supporting the development of an independent and interoperable EO ecosystem.

This new focus complements the existing framework of key messages, ensuring that Domino-E communication not only highlights innovation, collaboration, and SME empowerment but also positions the project within the broader context of Europe’s strategic autonomy in space infrastructure.

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 (see Del. 8.7).

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 intensive planning of the first year, which resulted in deliverables D8.1 and D8.2, and the collaborative practices documented in D8.7, were successfully continued throughout the reporting period. Regular monthly meetings remained a reliable platform for exchanging information on overall project development and C&D activities. These meetings ensured that all partners were kept up to date, could provide feedback on communication materials, and had a low-threshold opportunity to request support for the preparation of outputs such as conference posters or service-related communication (e.g. the Domino-E Coverage Service).

The highlight of joint collaboration in the third project year was undoubtedly the coordinated implementation of the Domino-E webinar series. This activity demonstrated how all partners contributed their expertise while also receiving appropriate visibility. A particular achievement was that partners not only had the opportunity for visibility but also actively and conscientiously embraced this responsibility, strengthening both the credibility and reach of the project's communication activities.

Key Elements of Successful Collaboration:

- Regular Communication: Active participation in monthly meetings.
- Scientific Contributions: Partner expertise showcased at conferences and during the webinar series.
- Joint Content Creation: Co-development of videos (ADS, Capgemini, ITTI, ONERA), the Domino-E whitepaper (ADS, GMV), and other project materials.
- Coordinated Visibility: Shared responsibility in the Domino-E webinar series, ensuring each partner was represented.
- Active Social Media Engagement: Partner contributions to amplifying DOMINO-E's visibility on LinkedIn and beyond.

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 in the CSAP. All measures foreseen in this context have been successfully implemented.

The third project year in particular saw the continuation and consolidation of activities ranging from the project website and social media channels, which ensured steady outreach to a broad audience, to conference participations and presentations, where partners actively represented the project in scientific and industry fora. The implementation of the webinar series, supported by a dedicated e-mail campaign, marked a highlight of this reporting period, as it combined partner visibility with effective stakeholder engagement.

Note: All following sub-sections are cumulative, encompassing results from 2023, 2024, and 2025. Entries pertaining to the previous reporting period (prior to October 31, 2024) are displayed in regular type, while those from the current reporting period (November 1, 2024 – October 31, 2025) are highlighted in bold 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. Pop-up for Registration to Domino-E Stakeholder Engagement Workshop: Your Access to Earth Observation (01.01.2023 - 26.01.2023)
2. **Pop-up for Exclusive Whitepaper Download (31.10.2024 - 06.01.2025)**
3. **Pop-up for Registration to Domino-E Webinar Series (10.01.2024 - 20.03.2025)**
4. **Permanent Insert for Domino-E Whitepaper Download**
5. **Permanent Insert for Domino-E Webinar Series (Rewatch on YouTube)**

News

1. DOMINO-E Kick-off Workshop in Brussels (30.11.2022)
2. Watch our first Domino-E workshop online! (31.01.2023)
3. Climate change Tracking from space: From mono to multi-mission design (11.04.2023)
4. Help satellite mission planners understand, what people say (15.04.2023)
5. Data retrieval through satellites: How does it work? (04.05.2023)
6. Machine learning in Domino-E use cases (10.08.2023)
7. Along the River: the Stream of Earth Observation (20.12.2023)
8. Applying Earth Observation: Energy Poverty (18.01.2024)
9. Earth Observation of the Future (12.02.2024)
10. Observing Life on Earth from Space (22.02.2024)
11. Domino-E at the 23rd International Conference on Autonomous Agents and Multiagent System (08.05.2024)
12. Backcast: Domino-E at ESAW Conference 2024 (21.06.2024)
13. Fostering Collaboration in Earth Observation: Introducing the Domino Architecture (27.06.2024)
14. Ariane 6: New Launcher Capacities for Europe's Space Industries (10.07. 2024)
15. Pléiades Constellations: Illuminating Earth's Past, Present, and Future – A Necessity for the Domino Satellite Ecosystem (13.09.2024)
16. One Domino at a Time: Daniel Novak (ADS) on the Future of the Earth Observation Architecture (31.10.2024)
17. Mastering Satellite Coordination: Cédric Pralet on the Coverage Service Domino and Decision-Making in EO (31.10.2024)
18. Optimizing the Skies: Gauthier Piccard on Revolutionizing Satellite Image Acquisition with AI (31.10.2024)
19. Building the Skyscraper of Space Collaboration: Grzegorz Taberski on the Role of Domino Architecture in Earth Observation (31.10.2024)
20. Satellite Communication as Shared Resource: Jakub Rezler on DOMINO-E's Approach to Space Resource Management (31.10.2024)
21. Reinventing Satellite Communication: Domino's Quest for Scalability and Cost-Efficiency (31.10.2024)
22. **Building the Future of Earth Observation: Matthieu Vansteenen on Pioneering the Domino Architecture (15.11.2024)**
23. **How the Domino Architecture is Fostering Flexibility and Collaboration in the EO Market (19.11.2024)**
24. **Marie Devant on Innovating Earth Observation: Building Modular Software Systems with Domino-E (19.11.2024)**
25. A Virtual Assistant Bridging Earth Observation and User Needs (10.12.2024)
26. Join the Domino-E Webinar Series: Unlocking the Future of EO (07.02.2025)
27. Domino-E Whitepaper: Revolutionizing Earth Observation through Modular Collaboration (24.02.2025)
28. Domino-E at the HaDEA Workshop on EU-funded R&I for Earth Observation Technologies (03.03.2025)
29. Recap: Domino-E Webinar Session #1 (21.03.2025)
30. Recap: Domino-E Webinar Session #2 (27.03.2025)
31. Recap: Domino-E Webinar Session #3 (04.04.2025)
32. Domino-E at IWPSS 2025: Driving the Future of Earth Observation Planning (15.04.2025)

33. Federated Intelligence in Earth Observation: Planning at Scale for the New Space Paradigm (03.06.2025)
34. From Data Silos to Sovereignty: Why Domino-E Matters for Europe's EO Future (15.09.2025)
35. Global Coverage, Local Decisions: How Domino-E Builds on EO Inventories to Deliver Timely Insights (15.09.2025)
36. Shared Satellite Communication: How Domino-E's SCRMS Reinforces Europe's Space Sovereignty (15.09.2025)
37. A Virtual Assistant for Europe: Lowering Barriers to EO Use and Empowering Enterprises (15.09.2025)
38. After NASA's Retreat: Why Europe's Earth Observation Leadership Matters More Than Ever (15.09.2025)

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
7. Willot H. et al. 2025. Deterministic and Probabilistic Decision Models for GSaaS-based Satellite Communication Resource Management. Conference Paper presented at the International Workshop on Planning & Scheduling for Space. Toulouse, April 28-30, 2025.
8. Pralet, C. et al. 2025. Mesh Dispatching for Area Coverage using Several Earth Observation Systems. Conference Paper presented at the International Workshop on Planning & Scheduling for Space. Toulouse, April 28-30, 2025.
9. P. Pavero et al. 2025. Satellite Communication Management Domino, for Constellation and Ground Station as a Service Interconnection. Conference Paper accepted to the 76th International Astronautical Congress 2025.
10. M. Anranter. 2025. Imagining (and Imaging) the Planet: Earth Observation Infrastructures and Anthropological Opportunities. Conference Paper accepted to the Beyond Infrastructures Conference, University of Vienna, 2025.

Project Deliverables

- Deliverable 3.2 - Design and Interface Requirement for Coverage Management
- Deliverable 4.2 - Design and Interface Communication Booking
- Deliverable 8.1 - Communication and Action Plan (CSAP)
- Deliverable 8.2 - Engagement workshops completed
- Deliverable 8.3 - Project website
- Deliverable 8.4 - Project Brochure v1
- Deliverable 8.5 - 1st Dissemination report
- **Deliverable 8.6 - Project Brochure v2**
- **Deliverable 8.7 - 2nd Dissemination report**

To be uploaded by October 31, 2025

- **Deliverable 8.8 - 3rd 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
- **Domino-X: The New Earth Observation Ground Segment (website link)**

Media

This section has been re-organised due to the numerous new entries. All content in bold indicates activities that have taken place since 01 November 2024.

Videos (YouTube embedds):

- Video1: <https://youtu.be/7kpcXoojjal>
- Video2: <https://youtu.be/2GY-PfyfFBA>
- Video3: <https://youtu.be/aVpKVuXOlis>
- Video4: <https://youtu.be/SBw4b8uhzxQ>
- Video5: <https://youtu.be/wJTLYL6506c>

Presentations

- Presentation for session #1 of the Domino-E Webinar "Unlocking the Future of Earth Observation"
- Presentation for session #2 of the Domino-E Webinar: Developing Within Domino Examples from Domino-E
- Presentation for session #3 of the Domino-E Webinar: Business Opportunities for SMEs
- Presentation for the HaDEA Workshop on EU-funded R&I for Earth Observation (EO) Technologies.
- End-to-end Earth Observation Systems and Services. An Overview of EU Space Research Projects Supporting the Development of Earth Observation Technologies (by European Commission, HaDEA).

PR & Media Support Materials

- Executive Summary – Making Earth Observation from space more available to businesses and public services
- Download: Domino-E Logo Badge
- Project brochure vol. 1 – Your Access to Multi-Mission Earth Observation
- **Project brochure vol. 2 – Unlock the Modular Future of Earth Observation**

2.1.1 Website Key Performance Indicators & Forecast

This section of the website was redesigned and reorganised in preparation for the webinar series to improve its overall attractiveness and user-friendliness. The focus was placed on video content and presentations, ensuring that key materials are easier to access and more prominently displayed. As in the previous sections, all updates that have taken place since 1 November 2024 are highlighted in bold.

Version	Page visits	Page interactions	Backlinks	Downloads
KPI Application	50.000 page visits	/	5 backlinks	/
KPI 11.2023	579 page visits	1840 interactions	0/5 backlinks	100+ downloads
KPI 09.2024	1372 page visits	3644 interactions	2/5 backlinks	100+downloads
KPI Target - NEW	6000 page visits	8000 interactions	5 backlinks	200+ downloads
KPI 06.10.2025	4.128 page visits	11.172 interactions	10/5 backlinks	204 downloads

Table 2: Website: Key Performance Indicators Targets & Achievements

2.1.2 Background and 2024 Analysis

In the previous reporting period, DOMINO-E’s website was already recognised as a professionally designed platform with strong technical performance. Branding, multimedia content, and fast loading speed ensured a high-quality user experience. Engagement metrics such as dwell time and click-throughs suggested that those who visited the site interacted actively with its content. However, despite these strengths, the absolute number of visits remained far below the original KPI of 50,000 page visits over three years.

As analysed in Deliverable 8.7, this shortfall had several reasons:

- The initial assumption during proposal writing — that the broad theme of “democratising Earth Observation” would attract a wide public audience — proved unrealistic. In practice, the project’s outputs are primarily relevant to a niche group of specialised stakeholders (EO developers, SMEs, institutional users), rather than a general audience.
- A lack of amplification through partner channels further limited reach. Some partners could not link to external project websites due to internal corporate communication policies, which reduced the multiplier effect initially expected.
- The content scope was diverse and at times fragmented. Early website posts ranged from conceptual reflections to highly technical outputs, which sometimes diluted the clarity

of messaging and may have made it difficult for visitors to immediately grasp the project's core objectives.

These findings underscored a clear misalignment between original traffic targets and the realistic audience size and scope of the project. They also showed that while quality engagement existed, mass traffic was not a suitable benchmark for measuring impact. Based on these lessons, we suggested to recalibrate the KPI framework at the 2024 review meeting to the following targets:

- 6,000 page visits
- 8,000 page interactions
- 5 backlinks
- 200 downloads

This adjustment allowed the project to focus on quality and relevance of engagement rather than absolute visitor numbers.

2.1.3 Performance in the Current Reporting Period (November 2024 – October 06th, 2025)

The current reporting period validates this recalibration. As of August 2025, the website KPIs show clear progress and evidence that the measures taken have been effective:

- Page visits: 4,128, a +201% increase compared to September 2024 (1,372). This represents over 69% of the revised KPI target of 6,000.
- Page interactions: 11,172, a +207% increase compared to September 2024 (3,644), already surpassing the revised KPI target of 8,000.
- Backlinks: 10 confirmed, compared to 2 in 2024 — meeting the revised target in full.
- Downloads: 204, compared to 100+ in 2024 — doubling and reaching the revised target of 200.

These results show that while raw traffic remains below “mass outreach” levels, the depth and quality of engagement significantly exceed expectations. In other words, those who visit the website are the right audience, and they are interacting with content in meaningful ways.

2.1.4 Traffic Dynamics and Communication Effects

A particularly notable development during 2025 was the traffic spike around the ESA Living Planet Symposium (LPS) in June 2025. Here, Domino-E communication activities were amplified through:

- a dedicated booth at LPS,
- conference presentations and partner visibility,
- and targeted sponsored content articles in *SpaceNews*, *Innovation News Network*, and *Geoawesome*.

This combination created a significant and measurable boost in web traffic, extending beyond the event itself and generating a “long-tail” effect in the subsequent weeks.

Excluding this spike, the baseline monthly visit rate has stabilised at ~130 visits/month — a substantial improvement compared to the earlier project years, where baseline rates were closer to 40–60/month. This stabilisation confirms that the website has shifted from sporadic, event-driven peaks to a more consistent and sustainable usage pattern.

It is also important to emphasise that the figures above are valid as of October 6th, 2025 and therefore do not yet include results from the final, post-project social media campaign, which is ongoing until January 2026. This campaign is expected to generate further traffic, downloads, and backlinks, ensuring that the revised KPIs can be fully met — or in the case of interactions and downloads, even exceeded.

The website KPIs confirm that the original outreach assumptions were unrealistic but that the adjusted KPI framework has proven fit for purpose. While cumulative visits (3,951/6,000) remain below target as of October 6th 2025, the revised framework shifts the focus toward quality engagement:

- Interactions have already exceeded the KPI by 40%,
- Backlinks reached the target in full,
- Downloads reached the target in full,
- and baseline monthly visits have tripled compared to early project years.

Taken together, these results demonstrate that DOMINO-E has successfully transitioned from broad but shallow visibility towards sustained, high-value engagement with its specialised stakeholder community.

2.2 Social Media Channels

The social media landscape is in constant flux, and DOMINO-E has adapted its activities accordingly. The project maintains three active channels — LinkedIn, X (formerly Twitter), and YouTube — with different levels of reach and strategic relevance.

The strongest growth was achieved on LinkedIn, which has become the primary platform for reaching professional and industry stakeholders. From a baseline of just 76 followers in 2024, the channel grew to 623 followers by October 6th, 2025, an increase of more than 715% within less than a year. This expansion is the direct result of several targeted awareness and engagement campaigns focused on the Domino-E Whitepaper, the Webinar Series, and the project's presence at the ESA Living Planet Symposium (LPS 2025). Paid promotion was used selectively to reach business decision-makers across Europe as well as professional communities related to georeferencing, remote sensing, and satellite communication. These measures not only drove up follower numbers but also significantly increased website traffic and interactions.

By contrast, the project's profile on X experienced a decline. While numbers had risen to 115 followers in 2024, the account dropped to 70 followers in 2025, reflecting the broader mass exodus of professional users from the platform and the associated decline in relevance for research and innovation projects. As a consequence, DOMINO-E deliberately scaled back its efforts on X and shifted focus toward LinkedIn, which aligns much more closely with the project's target audiences.

On YouTube, DOMINO-E has gradually established a library of content with lasting value, including project explainers, service demonstrations, and recordings of the webinar series. Views increased steadily from 89 in 2024 to 227 by October, 6th 2025, more than doubling within less than a year. Although absolute numbers remain modest, YouTube plays a strategic role as a repository of video materials, ensuring accessibility for stakeholders long after the project's conclusion. Importantly, videos have been cross-linked with the project website and social media channels to maximise visibility and integration across platforms.

Taken together, these results demonstrate that the social media KPI of maintaining three continuously updated channels has been met, with a clear strategic shift toward the platform

that offers the highest impact (LinkedIn). Growth on LinkedIn, steady development on YouTube, and the reduced relevance of X reflect both the changing external environment and DOMINO-E's ability to adapt its communication focus in line with stakeholder needs.

2.2.1. Self-authored content published on LinkedIn (as of Oct. 6th, 2025)

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
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:7170436160048119811
07.03.2024	https://www.linkedin.com/feed/update/urn:li:activity:7171456183424249856
30.04.2024	https://www.linkedin.com/feed/update/urn:li:activity:7191079135459319808
07.05.2024	https://www.linkedin.com/posts/gauthier-picard-27693522_aamas-optimization-

[multiagent-activity-7193077695075823616-TPqA?utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/gauthier-picard-27693522_whoava-activity-7193190386599686144-multiagent-activity-7193077695075823616-TPqA?utm_source=share&utm_medium=member_desktop)
https://www.linkedin.com/posts/gauthier-picard-27693522_whoava-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-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-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-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](https://www.linkedin.com/feed/update/urn:li:activity:7194628054172741632-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-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](https://www.linkedin.com/feed/update/urn:li:activity:7204740794774089729-Y4z9?utm_source=share&utm_medium=member_desktop)

07.06.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7206634908679614466](https://www.linkedin.com/feed/update/urn:li:activity:7206634908679614466-https://www.linkedin.com/feed/update/urn:li:activity:7204740794774089729)

12.06.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7209867685180952577](https://www.linkedin.com/feed/update/urn:li:activity:7209867685180952577-https://www.linkedin.com/feed/update/urn:li:activity:7206634908679614466)

21.06.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7212016973407281153](https://www.linkedin.com/feed/update/urn:li:activity:7212016973407281153-https://www.linkedin.com/feed/update/urn:li:activity:7209867685180952577)

27.06.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7213614073198874624](https://www.linkedin.com/feed/update/urn:li:activity:7213614073198874624-https://www.linkedin.com/feed/update/urn:li:activity:7212016973407281153)

01.07.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7216790035575013377](https://www.linkedin.com/feed/update/urn:li:activity:7216790035575013377-https://www.linkedin.com/feed/update/urn:li:activity:7213614073198874624)

10.07.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7217453915871580160](https://www.linkedin.com/feed/update/urn:li:activity:7217453915871580160-https://www.linkedin.com/feed/update/urn:li:activity:7216790035575013377)

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20.09.2023 [https://www.linkedin.com/posts/domino-e_horizoneu-iac2024-euspaceresearch-activity-7253034135479275521-](https://www.linkedin.com/posts/domino-e_horizoneu-iac2024-euspaceresearch-activity-7253034135479275521-https://www.linkedin.com/feed/update/urn:li:activity:7242854385272180736)

20.10.2024 [OVvr?utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/feed/update/urn:li:activity:7253035112383037442-OVvr?utm_source=share&utm_medium=member_desktop)

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15.11.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7263174349052923906](https://www.linkedin.com/feed/update/urn:li:activity:7263174349052923906-https://www.linkedin.com/feed/update/urn:li:activity:7263092570417733635)

15.11.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7267088445758447616](https://www.linkedin.com/feed/update/urn:li:activity:7267088445758447616-https://www.linkedin.com/feed/update/urn:li:activity:7263174349052923906)

26.11.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7267543356468072448](https://www.linkedin.com/feed/update/urn:li:activity:7267543356468072448-https://www.linkedin.com/feed/update/urn:li:activity:7267088445758447616)

27.11.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7267799717101674496](https://www.linkedin.com/feed/update/urn:li:activity:7267799717101674496-https://www.linkedin.com/feed/update/urn:li:activity:7267543356468072448)

28.11.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7270074448102227968](https://www.linkedin.com/feed/update/urn:li:activity:7270074448102227968-https://www.linkedin.com/feed/update/urn:li:activity:7267799717101674496)

04.12.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7271878852849586177](https://www.linkedin.com/feed/update/urn:li:activity:7271878852849586177-https://www.linkedin.com/feed/update/urn:li:activity:7270074448102227968)

09.12.2024 [DOMINO-E Whitepaper: New Business Opportunities in Airbus' New Constellation for Earth Observation - SpaceNews](https://www.linkedin.com/feed/update/urn:li:activity:7272611171470303232-DOMINO-E Whitepaper: New Business Opportunities in Airbus' New Constellation for Earth Observation - SpaceNews)

10.12.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7273324542805106689](https://www.linkedin.com/feed/update/urn:li:activity:7273324542805106689-https://www.linkedin.com/feed/update/urn:li:activity:7272611171470303232)

11.12.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7274415542101291008](https://www.linkedin.com/feed/update/urn:li:activity:7274415542101291008-https://www.linkedin.com/feed/update/urn:li:activity:7273324542805106689)

13.12.2024 [https://www.linkedin.com/feed/update/urn:li:activity:7282776823531241473](https://www.linkedin.com/feed/update/urn:li:activity:7282776823531241473-https://www.linkedin.com/feed/update/urn:li:activity:7274415542101291008)

16.12.2024 [https://www.linkedin.com/posts/tilde-ai_virtual-assistant-for-domino-e-tilde-activity-7283447489322508288-](https://www.linkedin.com/posts/tilde-ai_virtual-assistant-for-domino-e-tilde-activity-7283447489322508288-https://www.linkedin.com/feed/update/urn:li:activity:7282776823531241473)

08.01.2025 [SdeM?utm_source=share&utm_medium=member_desktop&rcm=ACoAABKZeflBX2_MHfsVVxYerVBDCm6dSRT3TUM](https://www.linkedin.com/posts/tilde-ai_virtual-assistant-for-domino-e-tilde-activity-7283447489322508288-SdeM?utm_source=share&utm_medium=member_desktop&rcm=ACoAABKZeflBX2_MHfsVVxYerVBDCm6dSRT3TUM)

10.01.2025 [https://www.linkedin.com/feed/update/urn:li:activity:7284920951111118848](https://www.linkedin.com/feed/update/urn:li:activity:7284920951111118848-https://www.linkedin.com/feed/update/urn:li:activity:7283447489322508288)

14.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7284920951111118848>

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21.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7287457663683076097>
22.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7287831392913084416>
23.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7288181179613143040>
28.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7289994381514702849>
30.01.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7290719164074225665>
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04.02.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7292531111446896641>
07.02.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7293564991306129409>
18.02.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7297540430307450880>
24.02.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7299755102679044096>
26.02.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7300447038347829249>
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19.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7308026951594577921>
20.03.2025 https://x.com/DominoE_HEurope/status/1902623994580283833
21.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7308759644598943744>
21.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7308765717267415040>
21.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7308765717267415040>
21.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7308823449810956289>
24.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7309891779070193664>
26.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7310669388846698498>
27.03.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7311024259332513796>
04.04.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7313895745777020929>
09.04.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7315708828992323584>
15.04.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7317934146247393280>
02.05.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7323949440422014976>
08.05.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7326312858424688640>
12.05.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7327624330803085313>
12.05.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7327695806688284672>
26.05.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7332658021589843968>
02.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7335194724934246400>
04.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7335997076834545664>
09.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7337735321826070528>
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11.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7338560252306513922>
16.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7340367702143725570>
18.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7340970279063425024>
20.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7341865217330483200>
20.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7341865460931452928>
23.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7342833911896408066>
25.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7343514554108116994>
25.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7343733699651194880>
27.06.2025 <https://www.linkedin.com/feed/update/urn:li:activity:7344280699165683712>

16.07.2025	https://www.linkedin.com/feed/update/urn:li:activity:7351132246847741953
11.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7371851572206657536
11.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7371946142550446080
18.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7374333394735841281
18.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7374466758356750336
22.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7375789732812722176
25.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7376876875236761602
29.09.2025	https://www.linkedin.com/feed/update/urn:li:activity:7378330195902054400
02.10.2025	https://www.linkedin.com/feed/update/urn:li:activity:7379417405711777792
06.10.2025	https://www.linkedin.com/feed/update/urn:li:activity:7380863163145084928

Table 3: Updated LinkedIn entries

2.2.2 Self-authored content published on X (as of Oct. 10, 2025)

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
01.12.2023	https://x.com/DominoE_HEurope/status/1730626605582516318
12.01.2024	https://x.com/DominoE_HEurope/status/1745724569237782664?s=20
12.01.2024	https://x.com/DominoE_HEurope/status/1745726407009882202?s=20
12.01.2024	https://x.com/DominoE_HEurope/status/1745728595375308887?s=20
16.01.2024	https://x.com/DominoE_HEurope/status/1747331734582997447?s=20
18.01.2024	https://x.com/DominoE_HEurope/status/1747917388652155372?s=20
30.01.2024	https://x.com/DominoE_HEurope/status/1752421235349127340
02.02.2024	https://x.com/DominoE_HEurope/status/1753412507991970191
13.02.2024	https://x.com/DominoE_HEurope/status/1757333531871658126
04.03.2024	https://x.com/DominoE_HEurope/status/1764680021082263552
07.03.2024	https://x.com/DominoE_HEurope/status/1765745493970165886
07.03.2024	https://x.com/DominoE_HEurope/status/1765767864034758939
07.03.2024	https://x.com/DominoE_HEurope/status/1765767229889511638
07.03.2024	https://x.com/DominoE_HEurope/status/1765767864034758939
12.03.2024	https://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
27.11.2024https://x.com/DominoE_HEurope/status/1861779003406750139
03.12.2024https://x.com/DominoE_HEurope/status/1863873249362268227
03.12.2024https://x.com/DominoE_HEurope/status/1863880989463691501
03.12.2024https://x.com/DominoE_HEurope/status/1863882679327801564
06.12.2024https://x.com/DominoE_HEurope/status/1864961226490642898
08.12.2024https://x.com/DominoE_HEurope/status/1865685750488191046
09.12.2024https://x.com/DominoE_HEurope/status/1866113066535936507
10.12.2024https://x.com/DominoE_HEurope/status/1866574373639033301
10.12.2024https://x.com/SpaceNews_Inc/status/1866581221058232635
11.12.2024https://x.com/DominoE_HEurope/status/1866762347282567595
11.12.2024https://x.com/DominoE_HEurope/status/1866818968020979988
12.12.2024https://x.com/DominoE_HEurope/status/1867137063675736295
16.12.2024https://x.com/DominoE_HEurope/status/1868646006889369796
17.12.2024https://x.com/DominoE_HEurope/status/1868950512957374570
14.01.2025https://x.com/DominoE_HEurope/status/1879155254870036832
21.01.2025https://x.com/DominoE_HEurope/status/1881691969669275846
23.01.2025https://x.com/DominoE_HEurope/status/1882401646539587815
28.01.2025https://x.com/DominoE_HEurope/status/1884228685613420568
30.01.2025https://x.com/DominoE_HEurope/status/1884953460371865935
04.02.2025https://x.com/DominoE_HEurope/status/1886765399913718080
07.02.2025https://x.com/DominoE_HEurope/status/1887807704292343833
24.02.2025https://x.com/DominoE_HEurope/status/1893988513755861189
27.02.2025https://x.com/DominoE_HEurope/status/1895076460471427471
07.03.2025https://x.com/DominoE_HEurope/status/1898022898654118165
11.03.2025https://x.com/DominoE_HEurope/status/1899455896335397011
12.03.2025https://x.com/DominoE_HEurope/status/1899835019239281047
17.03.2025https://x.com/DominoE_HEurope/status/1901573301337567589
18.03.2025https://x.com/DominoE_HEurope/status/1901928311858868376
27.03.2025https://x.com/DominoE_HEurope/status/1905214079544758657
15.04.2025https://x.com/DominoE_HEurope/status/1912168580856107498
04.05.2025https://x.com/DominoE_HEurope/status/1908123641520308404
04.05.2025https://x.com/DominoE_HEurope/status/1908127641112035413
24.05.2025https://x.com/DominoE_HEurope/status/1926245409082499338
24.05.2025https://x.com/DominoE_HEurope/status/1926245712129413534
04.06.2025https://x.com/DominoE_HEurope/status/1930205392006430969

04.06.2025	https://x.com/DominoE_HEurope/status/1930232698385191159
24.06.2025	https://x.com/DominoE_HEurope/status/1937429074445758956

Table 4: Updated X entries

2.2.3 Videos published on YouTube (as of Oct. 6th, 2025)

27.01.2023	https://youtu.be/MAoMcH2o0Y
07.03.2025	https://youtu.be/2GY-PfYfBBA
07.03.2025	https://youtu.be/7kpcXoojjal
17.03.2025	https://youtu.be/aVpKVuXOlis
17.03.2025	https://youtu.be/wJTLYL6506c
17.03.2025	https://youtu.be/SBw4b8uhzxQ
21.03.2025	https://youtu.be/Gx666_Flltc
27.03.2025	https://youtu.be/mn-3zr_SRF0
04.04.2025	https://youtu.be/UhwcEWlui1Y

Table 5: YouTube entries

2.3 Presentation templates

To ensure consistency and a unified brand identity across all project outputs, the presentation and deliverable templates developed in the first project year have continued to be used throughout the project. These templates streamline the production of project materials and contribute to a cohesive and professional image for DOMINO-E. In the current reporting period, the templates were curated and applied across all presentations delivered during the webinar series, ensuring that partner contributions were fully aligned with the project’s communication identity.

2.4 Scientific conferences, workshops, and exhibitions

DOMINO-E has placed strong emphasis on visibility at scientific conferences, workshops, and international exhibitions, ensuring that both the project’s technical advances and its broader conceptual contributions are communicated to relevant stakeholder groups. The KPI target defined in the Grant Agreement required 11 presentations at scientific conferences and workshops, as well as participation at two international exhibitions/fairs. These targets have been fully met and exceeded.

- As of October 2025, 12 scientific conference contributions have been recorded, delivered by multiple partners including mainly Airbus, ONERA, and GMV. These span a diverse range of formats — from technical research presentations at specialised workshops (e.g. ROADEF, AAMAS, IWPSS) to high-level visibility at global fora (e.g. SpaceOps Dubai and IAC Baku and Milan).
- In addition, DOMINO-E has participated in two major international exhibitions: the ESA Living Planet Symposium (Vienna, 2025), where the project was represented both at the European Commission booth and through a dedicated Domino-E stand, at the ESA Big Data from Space Conference (BiDS) 2025 in Latvia, where TILDE represented Domino-E at their own company booth, and the GEO/ESA event (2025), where the project was featured at the European Commissions’ booth.

A detailed overview of contributions is provided below:

Date	Conference	Partner
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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)
02.2025	Workshop on EU-Funded R&I for EO Technologies	Jean-Francois Vinuesa (Airbus)
04.2025	IWPSS 2025	Gauthier Picard, Henoik Willot, Jean-Loup Farges (ONERA), Philippe Pavero, Cyrille de Lussy, Jonathan Guerra (ADS)
05.2025	GEO ESA 2025	Featured by EC booth
06.2025	ESA Living Planet Symposium 2025	Featured by EC booth
06.2025	ESA Living Planet Symposium 2025	Amaya Atencia Yepes (GMV) & Michael Anranter/ Thomas Stollenwerk OIKOPLUS
09.2025	Beyond Infrastructure 2025, University of Vienna	Michael Anranter (OKP)
10.2025	ESA Big Data from Science (BiDS) 2025	Raivis Skadins (Tilde)

Table 5: Updated list of conference, workshop and exhibition with participation from Domino-E partners (as of 6th October 2025).

2.5 Domino-E Whitepaper

The Domino-E Whitepaper represents one of the project’s most significant communication outputs. Structured across 32 pages, it combines clear technical illustrations with accessible explanations, ensuring that readers from diverse backgrounds can quickly grasp the project’s modular approach to Earth Observation ground segments. Each section is designed with embedded links to more detailed technical descriptions, allowing specialists to dive deeper while keeping the document itself concise and easy to navigate.

The whitepaper has been produced in two complementary formats: a digital version, freely available for download via the project website, and a printed edition on high-quality, eco-friendly paper. This dual approach ensures broad accessibility while also providing a tangible, professional document suitable for stakeholder engagement. The print version has proven particularly effective in exhibition settings (e.g. ESA Living Planet Symposium) and in one-to-one meetings, where physical copies support more personal and targeted communication.

In terms of uptake, the whitepaper has been downloaded more than 100 times and printed in 50 copies, of which more than 80% have already been distributed.

The whitepaper has served as a versatile support tool across communication and dissemination (C&D) activities:

- At exhibition booths, it offers a comprehensive yet accessible overview to visitors, complementing posters, videos, and live demonstrations.
- In partner meetings and one-to-one engagements, it functions as a trusted reference point, leaving stakeholders with a professional takeaway document.
- In sponsored content campaigns and social media promotion, the whitepaper has been positioned as the central call-to-action, directing traffic to the project website and webinar registrations.

Overall, the Domino-E Whitepaper has not only communicated the project's objectives but has also become a foundational asset in building credibility, supporting outreach, and ensuring continuity between online and face-to-face communication formats.

Domino-E Whitepaper on the Domino-E website: https://domino-e.eu/files/DOMINO-E_Whitepaper.pdf

2.6 Sponsored Content

To expand reach beyond the immediate project community, DOMINO-E has invested in a series of sponsored content articles designed to increase visibility among industry leaders, policy audiences, and potential adopters. These articles combine narrative storytelling with technical insights, highlighting the project's relevance for SMEs, industry players, and the wider Earth Observation (EO) ecosystem. By publishing in established outlets such as SpaceNews and Innovation News Network, the project has been able to engage directly with an audience of decision-makers, investors, and technology suppliers — audiences that are otherwise difficult to reach through traditional scientific channels.

Article 1: *DOMINO-E Whitepaper: New Business Opportunities in Airbus' New Constellation for Earth Observation*

Published: 10 December 2024, SpaceNews

Read here: <https://spacenews.com/domino-e-whitepaper-new-business-opportunities-in-airbus-new-constellation-for-earth-observation/>

→ Introduced the project's whitepaper and positioned Domino-E as a catalyst for innovation in the expanding EO and GNSS markets.

Article 2: *A Modular Future for Earth Observation: How Domino-E is Unlocking Innovation, Sovereignty, and Access*

Published: 16 June 2025, SpaceNews

Read here: <https://spacenews.com/a-modular-future-for-earth-observation-how-domino-e-is-unlocking-innovation-sovereignty-and-access/>

→ Presented Domino-E's modular architecture and highlighted its role in supporting sovereignty, security, and SME participation in EO.

Article 3: *Redesigning Ground Segments: Modularity and Federation in the Next Era of Earth Observation*

Published: 22 July 2025, Innovation News Network

Read here: <https://www.innovationnewsnetwork.com/modularity-and-federation-in-the-next-era-of-earth-observation/59365/>

→ Explained Domino-E's federated ground segment concept, showcasing concrete services such as the Coverage Service, SCRMS, and the Virtual Assistant.

Article 4: *From Satellites to Soil: Europe's Quiet Revolution in Measuring Nature's Comeback*

[Read here: https://geoawesome.com/from-satellites-to-soil-europes-quiet-revolution-in-measuring-natures-comeback/](https://geoawesome.com/from-satellites-to-soil-europes-quiet-revolution-in-measuring-natures-comeback/)

→ Extends the narrative beyond space infrastructure, connecting Domino-E with BIO-CAPITAL and Klimagärten³ to illustrate how EO services underpin biodiversity accounting and the valuation of ecosystem restoration.

2.7 Lead nurturing campaign

The lead nurturing e-mail campaign took place from March to April 25 and formed a cornerstone of the Domino-E communication strategy and webinar advertisement. It was designed to build on the momentum created by the release of the Domino-E Whitepaper and to directly drive engagement with the subsequent Domino-E webinar series. The campaign targeted a curated audience of 236 contacts, the majority of whom represented SMEs and industry actors, complemented by a smaller group of researchers and institutional representatives.

The campaign followed a clear mechanism:

- Initial invitations highlighted the webinar themes and provided direct registration links.
- Follow-up messages after each session offered access to key resources such as presentation slides, webinar recordings, and session summaries.
- Final messages summarised the series and pointed audiences towards further Domino-E opportunities and resources.

Using Mailchimp, registrations were tracked directly via Eventbrite call-to-action buttons embedded in the emails. This mechanism allowed the project to link registrations to campaign performance, ensuring that the cumulative number of sign-ups following each email call-to-action could be recorded and evaluated as a measurable result of the campaign. In total, 13 Eventbrite registrations were generated for the first webinar, 8 for the second, and 16 for the third — confirming the effectiveness of the campaign in converting outreach into active participation and almost achieving the Key Performance indicator of at least 40 people asking for further information as a result of the Lead nurturing campaign.

Overall, the campaign successfully nurtured leads, generated webinar participation, and ensured that core project materials — including deliverables, presentations, and video resources — reached an engaged and relevant audience.

2.8 Domino-E Webinar Series

As part of its external communication and engagement activities, DOMINO-E hosted a three-part webinar series in March 2025. The sessions were designed to introduce the Domino architecture, showcase technical developments, and highlight business opportunities for SMEs and industry actors.

19 March 2025 — Webinar 1: Unlocking the Future of Earth Observation

Presenters: Michael Anranter (Oikoplus), Jean-François Vinuesa (Airbus), Daniel Novak (Airbus).

25 March 2025 — Webinar 2: Developing within Domino: Examples from Domino-E

Presenters: Thomas Stollenwerk (Oikoplus), Philippe Pavero (Airbus), Jakub Rezler (ITTI), Cyrille de Lussy (Airbus), Cédric Pralet (ONERA), Marie Devant (Capgemini), Raivis Skadiņš (Tilde).

31 March 2025 — Webinar 3: The Domino Ecosystem: Business Opportunities for SMEs

Presenters: Amaya Atencia-Yepe (GMV), Stéphane Derrien (Capgemini), Daniel Novak (Airbus), Grzegorz Taberski (ITTI), Jean-François Vinuesa (Airbus).

The series was facilitated by Oikoplus and recorded for broader accessibility. All sessions are available on the Domino-E YouTube channel: youtube.com/@dominoeurope.

The full outline of the webinar series, including detailed agendas and speaker lists, is provided in the appendix.

2.9 High level Face-2-Face Meetings

In addition to conferences, webinars, and online campaigns, DOMINO-E has also relied on targeted face-to-face meetings as a means of engaging high-level stakeholders. According to the Communication & Dissemination Strategy, at least five such meetings per year were foreseen. These meetings are handled with particular care given the sensitivity of the information exchanged. Therefore, only initials and institutional affiliations are reported here. While the overall coordination rests with the consortium lead, all partners are encouraged to forward relevant opportunities and contacts.

The ESA Living Planet Symposium (Vienna, May 2025) proved particularly influential in this respect, as it enabled direct exchanges with senior representatives from companies, political institutions, and associated organisations outside of the immediate Domino ecosystem. These individuals represent potential collaborators, infrastructure providers, or clients for ground station services. The added value of such encounters is underlined by the fact that more than 20 new contacts subscribed to the Domino-E newsletter in the week following LPS. Nevertheless, in line with the principle of relevance and discretion, only five individuals are highlighted here — those with whom sustained follow-up has been initiated and where the potential for collaboration appears most promising.

It should be noted that reporting on this activity had not been fully captured in earlier project documentation, even though it constitutes an important element of stakeholder engagement. The present section therefore consolidates this information, ensuring that high-level meetings are duly reflected in the overall Communication & Dissemination record.

Also, it is important to note that ADS does not disclose any information on actual meetings with high-level-representatives.

Project year 1

Name; Occasion	Institution	Partner involved
C***** F****, Bilateral Meeting	Austria in Space	OIKOPLUS

Project year 2

Name; Occasion	Institution	Partner involved
Bilateral Meeting	ESA Science Operations Team (Project EVA and	TILDE

	EASASky)	
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Project year 3

Name; Occasion	Institution	Partner involved
Bilateral Meeting	GEORIGA	TILDE
Bilateral Meeting	Exotopic	TILDE
J***** K*****; LPS Vienna	Cloudferro	OIKOPLUS
M***** B*****; LPS Vienna	Cloudferro	OIKOPLUS
A***** E*****; LPS Vienna	IIASA	OIKOPLUS
A***** F*****; LPS Vienna	WWF	OIKOPLUS
S***** S*****; LPS Vienna	IONOS Kazakhstan; Consultant to Ministries	OIKOPLUS
G***** H*****; LPS Vienna	Asian Infrastructure Investment Bank	OIKOPLUS
ESA BiDS Conference	Baltic Satellite Services	TILDE
ESA BiDS Conference	Sintergise Solution	TILDE
ESA BiDS Conference	NRG Solution	TILDE

2.10 Manuscript Submissions and Journal Articles

The Grant Agreement defined a target of eight scientific publications submitted to peer-review processes during the course of the project. As of October 2025, the consortium has achieved the following outputs:

- Conference Abstracts: 4
- Full Conference Papers (accepted for presentation): 4
- Conference Posters (accepted for presentation): 2

In total, ten contributions have been accepted and presented within the framework of scientific conferences. While not all of these take the form of journal submissions, they are nonetheless subject to peer review and scientific scrutiny, as abstracts, full papers, and posters undergo evaluation processes before acceptance. We therefore recognise that the original counting method required adaptation to reflect disciplinary practice and the realities of dissemination in the EO domain, where conference presentations often represent the most effective and credible channel of peer-reviewed communication.

To ensure transparency and accessibility, all papers, manuscripts, and accepted abstracts are made available for download on the Domino-E website.

In conclusion, while the numerical target was framed in terms of journal submissions, the actual scientific dissemination output exceeds the intended level of peer-reviewed contributions and has ensured broad visibility of the project within the international EO research community.

2.11 Project Flyer v.2

The second Domino-E project brochure (Del. 8.6) was finalised and published in June 2025, following a postponement that had already been announced at the previous review. Unlike the first brochure, which presented use cases and conceptual directions, Brochure Vol. 2 was designed with a strong dissemination focus, targeting businesses, SMEs, and potential investors. Its primary aim is to communicate the project's value proposition in a clear and compelling way,

highlighting tangible demonstrators and showcasing opportunities for collaboration and uptake beyond the consortium.

The brochure was produced in A4 Leporello-style format, combining concise text, technical illustrations, and high-quality visuals that demonstrate project results and applications. It was published both as a digital version (available for download on the project website) and as part of a professionally printed Domino-E Media Folder. The folder includes the brochure, the Domino-E Whitepaper, and complementary materials such as presentation slides and fact sheets, making it a versatile and comprehensive tool for communication at exhibitions, conferences, and one-to-one meetings.

The brochure and Media Folder were first presented at the ESA Living Planet Symposium 2025 in Vienna, where they were distributed at the Domino-E booth. Since then, the brochure has been further disseminated via partner networks. The printed edition has proven especially effective for business-facing events, combining professional presentation with eco-friendly production standards.

2.12 Cognate Projects

DOMINO-E has continued to build on its strong collaborations with the Domino family of projects — including **Domino-X** (complete), **Domino-A**, **MESEO**, the **Reference System Service** (funded by ESA), and the European Defence Fund project **SPIDER**. Joint activities such as co-authored publications and workshops not only enhanced the visibility of each project individually but also positioned the Domino initiative as a coherent cluster within the European Earth Observation landscape.

This collaborative approach was further extended through participation in the Fraunhofer Institute's **EO4EU & Sister Projects** network, which created opportunities for regular knowledge sharing and mutual visibility. These exchanges subsequently crystallised within the European Commission's EO Technologies Exchange Platform, most notably during the Workshop on EU-Funded R&I for EO Technologies (February 2025), where DOMINO-E was presented alongside other leading initiatives and synergies for future collaboration were explored.

In addition, DOMINO-E engaged in communication-centred collaboration with other projects in 2025. At the ESA Living Planet Symposium in Vienna, DOMINO-E co-organised activities together with the EU project **BIO-CAPITAL**, which focuses on satellite-based imaging for biodiversity uplift. Likewise, a joint media cooperation with **BIO-CAPITAL** and **Klimagärten**³ underlined the shared message of the importance of an independent and sovereign EO infrastructure to ensure the long-term and affordable protection of biodiversity and soils in the European Union.

3 DISSEMINATION AND COMMUNICATION METRICS; KEY PERFORMANCE INDICATORS

On the following pages, the report takes a closer look at the achievement and non-achievement of deliverables, milestones, and key performance indicators (KPIs). Since only a few indicators were not, or only partially, met, these aspects will be discussed in detail at the end of the report.

3.1 C&D-related deliverables

It should be noted that all deliverables have been submitted in time; the only exception was D8.6 Project Brochure, whose submission was delayed due to content-related reasons. Nevertheless, this deliverable was ultimately finalised in line with the expected requirements and successfully distributed to the project partners.

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	Completed
D8.7	2nd dissemination report	OIKO	PU	M24	Completed
D8.8	3rd dissemination report	OIKO	PU	M36	Submitted

Table 6: List of deliverables aligned with WP8

3.2 C&D-related milestones

With regard to the milestones relevant for Communication and Dissemination, no changes have occurred since the last meeting, as these were already successfully completed in project month 3.

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

3.3 C&D-related KPI's

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 (as of Oct 6, 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	Page visits: 4128 Interactions: 11172 Downloads: 204 Backlinks: 10
LinkedIn/X	3 SM channels continuously updated.	LinkedIn: 52 Follower / X: 32 Follower	76 Follower / X: 115 Follower	623 Follower / X: 70 Follower
Videos (Youtube)	/	64 views	89 views	227 views
Engagement workshops	/	3 internal workshops; 1 incl. 32 external stakeholders	COMPLETED	COMPLETED
Scientific conferences & workshops	10 presentations at scientific conferences	4 conference participations	10 conference presentations	12 conference & workshop presentations
Scientific Journals/Papers	8 scientific publications submitted to peer review processes	/	1 scientific paper submitted to peer review process	4 abstracts, 4 full papers and 3 posters submitted
Lead Nurturing E-mail Campaign	150 SMEs contacted through lead nurturing campaign; 40 SMEs requesting information	/	/	Four e-mails sent to 236 contacts; 37 Eventbrite registrations resulting from these E-mails (SMEs requesting information)
Webinar Series	1 regular webinar series	/	/	1 webinar series with 4 sessions implemented (cumulative 43 live participants)
Whitepaper	1 Whitepaper on standards and interfaces developed in DOMINO-E	/	1 Whitepaper published	1 Whitepaper published, 149 Whitepaper downloads
Exhibitions	Participation and	/	1 exhibition	2 exhibitions and

	presentation of DOMINO-E at 2 international exhibitions and fairs.			fairs
Face-to-Face Meetings	5 Face-to-Face Meetings per year.	1 high level meetings/conversations	1 high level meetings/conversations	11 documented high level meetings/conversations (additional high-level meetings by ADS remain undisclosed)

Table 8: Updated KPIs related to C&D tools

4 UPCOMING COMMUNICATION AND DISSEMINATION EFFORTS

The communication activities around Domino-E are continuing beyond the project's formal runtime, with OIKOPLUS coordinating a series of new materials and releases designed to ensure that the project's results remain visible and accessible well beyond its conclusion.

Currently, several outputs are in preparation and will be rolled out from autumn 2025 through January 2026 as part of a results-oriented communication campaign. This campaign will build directly on the project's final public deliverables and aims to highlight the tangible outcomes of Domino-E's federated architecture and its contribution to Europe's Earth Observation ecosystem. Among the planned actions are:

- A series of short demonstration videos, based on screen recordings provided by Capgemini, ITTI, and TILDE, showing the key functionalities of each developed service within the Domino framework.
- A stop-motion video illustrating the long-term benefits of satellite-based Earth Observation built on a federated ground-segment layer, designed for continuous use in outreach and education.
- A final press release announcing the project's closure and summarizing its main achievements, to be distributed via SpaceNews and the project's media partners.
- Continuous social media publication scheduling (via LinkedIn and X) through early 2026, ensuring ongoing visibility of the project's outcomes and partner activities.

In parallel, Capgemini will feature results from Domino-E across its own communication channels during October and November 2025, focusing on Domino-E as a modular and automated solution for managing Earth Observation satellite constellations—built on microservices architecture, DevOps practices, and AI integration.

- October: Global marketing campaign on Technovision A&D, launch of a dedicated resource page (.fr), and a short feature article.
- November: Targeted outreach to space agencies and New Space stakeholders.

Together, these activities ensure that Domino-E's results remain visible, traceable, and reusable after the end of the project, creating a sustained communication legacy that continues to highlight the project's contribution to a federated, resilient, and scalable European space infrastructure.

5 DOMINO-E COMMUNICATION & DISSEMINATION LEGACY

Ensuring a sustainable communication and dissemination legacy is always a challenge in EU projects. For DOMINO-E, several concrete measures have been taken to guarantee continued visibility and accessibility beyond the project's lifetime. The project website will remain online for at least five years, with a system of backlinks in place to secure its credibility and findability in search engines over the medium term. While no further news updates will be published, the site will continue to serve as a central point of reference for all project information and deliverables.

The DOMINO-E YouTube channel will likewise remain accessible. Videos on the channel have been cross-linked to guide viewers seamlessly from one piece of content to the next, thereby maximising retention and visibility.

6 INTERNAL COMMUNICATION

Over the course of the project, the established structures proved robust and reliable, so that in the reporting period the primary focus was on maintaining this well-functioning status quo rather than introducing major changes.

Communication took place at several levels. Work-package and use case meetings were held on a bi-weekly basis, while monthly project-wide meetings provided a platform to align progress, share updates, and coordinate upcoming activities. These formats remained stable and continued to serve their purpose effectively.

For collaboration, partners relied on a mix of digital tools and repositories. OKP provided the central project repository, while ADS hosted the Klaxoon platform to structure workflows.

Finally, mid-term and annual reviews served as central milestones, offering an opportunity to evaluate progress across all work packages, integrate results, and plan the next implementation steps. Overall, internal communication during this reporting period was marked less by change and more by continuity and reliability, ensuring that established routines continued to support the project effectively.

7 APPENDIX 1: WEBINAR SERIES OUTLINE

Domino-E: Unlocking the Future of Earth Observation

The ground segment is key in the value chain of satellite imagery production in an era of petabyte data processing. The associated costs and complexity are steadily increasing. The Domino architecture is a system architecture with stable and public breakdowns and interfaces, at the right level of granularity, with low coupling between building blocks, enabling the development of an ecosystem of component providers. The federation layer aims to reduce the cost of ownership of Earth observation systems, both through advanced operational concepts that consider human factors, and through more automated image quality. It matures on new functional building blocks, particularly Artificial Intelligence/Machine Learning and Federation Layer. Domino-E uses various tools to make the advantages and possibilities offered by Domino architecture accessible and explain them to potential SMEs that could soon develop modules (Dominoes): One of these is a webinar series.

Format: The series consists of three webinar chapters. Each chapter has a duration of approx. 60-90 minutes. The three chapters will be streamed via Google Meet and recorded for on-demand viewing. The sessions will be facilitated and hosted by Oikoplus.

Webinar Session #1: Domino-Architecture: A New Era of Earth Observation.

00:00 - 00:10	Onboarding and Welcome
00:10 - 00:30	History and State-of-the-art for EO mission management (M. Anranter)
00:30 - 00:45	Domino Vision (J. Vinuesa) + Q & A
00:45 - 00:50	Video Teaser: D. Novak Interview
00:50 - 01:25	Interview with D. Novak: Federated EO Architecture (D. Novak) + Q & A
01:25 - 01:30	Announcement Webinar #2; Closing

Webinar Session #2: Developing within Domino: Examples from Domino-E

00:00 - 00:10	Onboarding and Welcome
00:10 - 00:20	What is a Domino? & Whitepaper Announcement (M. Anranter/ T. Stollenwerk)
00:20 - 00:30	Video 1: Satellite Communication and Resource Management to Allow for Coordinated Data Collection
00:30 - 00:35	Q & A P. Pavero/ J. Rezla
00:35 - 00:45	Video 2: Coverage Service to Increase Data Quality
00:45 - 00:50	Q & A C. De Lussy/ C. Pralet/ M. Devant
00:50 - 01:00	Video 3: Virtual Assistant to make task requests more intuitive
01:00 - 01:05	Q & A R. Skadins
01:05 - 01:10	Announcement Webinar #3; Closing

Webinar Session #3: The Domino Ecosystem: Business Opportunities for SMEs

00:00 - 00:10	Onboarding and Welcome
00:10 - 00:30	Business models and opportunities in the EO market (A. Atencia-Yeppez)
00:30 - 01:10	Roundtable on business opportunities in space: Where is European EO heading? (S. Derrien, D. Novak, G. Taberski)
01:10 - 01:20	In a nutshell: Joining the Domino ecosystem (J. Vinuesa)
	Domino's open for development/ TRL levels required/ Collaboration Opportunities/ Contacts
01:20 - 01:30	On Demand Materials & Webinar Closing