



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



EXCELSIOR Project

H2020-WIDESPREAD-2018-2020 Grant Agreement No 857510	
Project full title:	ERATOSTHENES: Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment
Project acronym:	EXCELSIOR
Work Package:	WP9 Communication, Engagement and Networking
Version:	Final D9.2
Deliverable:	D9.2 Communication Action Plan (RP3)
Dissemination level:	Public

© Copyright by the **EXCELSIOR** consortium, 2019-2026. The project that has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 857510. More info regarding the project you can find here: www.excelsior2020.eu

DISCLAIMER: This document contains material, which is the copyright of **EXCELSIOR** consortium members and the European Commission, and may not be reproduced or copied without permission, except as mandated by the European Commission Grant Agreement No 857510 for reviewing and dissemination purposes. The information contained in this document is provided by the copyright holders "as is" and any express or implied warranties, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose are disclaimed. In no event shall the members of the **EXCELSIOR** consortium, including the copyright holders, or the European Commission be liable for any direct, indirect, incidental, special, exemplary, or consequential damages (including, but not limited to, procurement of substitute goods or services; loss of use, data, or profits; or business interruption) however caused and on any theory of liability, whether in contract, strict liability, or tort (including negligence or otherwise) arising in any way out of the use of the information contained in this document, even if advised of the possibility of such damage.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	<p>H2020-WIDESPREAD-2018-2020/ H2020-WIDESPREAD-2018-01 Grant Agreement No 857510 This project is funded by the EUROPEAN COMMISSION in the Framework Programme for Research and Innovation (2014-2020).</p>	
Call / Topic:	<p>H2020-WIDESPREAD-2018-01 / WIDESPREAD-01-2018-2019 Teaming Phase 2</p>	
Project full title:	<p>ERATOSTHENES: Excellence Research Centre for Earth Surveillance and Space-Based Monitoring of the Environment</p>	
Project acronym:	<p>EXCELSIOR</p>	
Work Package (WP): Task (T):	<p>WP9 Communication, Engagement and Networking Task 9.1 Communication strategy and action plan</p>	
Deliverable (D):	<p>D9.2 Communication Action Plan (RP3).</p>	
Due date of deliverable:	<p>31 May 2022 (Month 32 of the project)</p>	<p>Version: Final D9.2</p>
Author(s):	<p>CUT: Christiana PAPOUTSA ECoE: Maria PRODROMOU DEC-DMRID: George KOMODROMOS, Stelios TZIORTZIS</p>	
Contributor(s):	<p>CUT: Kyriacos NEOCLEOUS, Diofantos HADJIMITSIS DLR: Gunter SCHREIER NOA: Haris KONTOES TROPOS: Albert ANSMANN ECoE: Kyriacos THEMISTOCLEOUS, Marina PEKRI, Georgios LEVENTIS</p>	
Start date of project:	<p>1 October 2019</p>	<p>Duration: 84 months</p>
Dissemination Level:	<p>Public</p>	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



Document Sign-off				
Nature	Name	Role	Partner	Date
DRAFT	George KOMODROMOS, Stelios TZIORTZIS Christiana PAPOUTSA Maria PRODRMOU	WP9 Leader Communication Manager WP9 Participant	DEC-DMRID CUT ECoE	16/05/2022
REVIEWED	Kyriacos NEOCLEOUS	Quality Assurance	CUT	23/05/2022
REVIEWED	Kyriacos THEMISTOCLEOUS	Technical Manager	ECoE	27/05/2022
REVIEWED	Diofantos HADJIMITSIS	Project Coordinator	CUT	30/05/2022
APPROVED	All partners	WP9 Participants		31/05/2022

Work Package 9: Communication, Engagement and Networking				
Deliverable D9.2: Communication Action Plan (RP3).				
Sections to be protected	Description	Owner	Access Rights	
			Period	Type*
None				PD

*PD: Public dissemination CA: Confidentiality Agreement required for disclosure



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



EXECUTIVE SUMMARY

This deliverable reports on the Communication Action Plan for the project EXCELSIOR, as established in Deliverable D9.1. It provides an update on the overall progress implemented related to the Communication Action Plan up to M32. Furthermore, it provides an update in relation to the activities, such as dissemination events and outreach activities, of the ECoE for RP1 and RP2 mentioning the impact and audience reached through the specific activities. Finally, the possible future activities in terms of number of events that are scheduled to be planned for the period M32 to M70 are presented.

The present document constitutes an update of the 'Communication Action Plan' in the framework of the EXCELSIOR project, dedicated to Task 9.1 'Communication strategy and action plan' under the work package WP9 'Communication, Engagement and Networking'. D9.2 is delivered on Month 32 of the project and focuses on the first 32 months of the project, up to the first and second reporting period of the project. This document will be updated one more time in Month 70 of the project.



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



Table of Contents

EXECUTIVE SUMMARY	4
1. INTRODUCTION	8
2. COMMUNICATION ACTION PLAN	9
2.1 Action Plan for Communication and Dissemination	9
SO.4 Potential Growth for the region:	9
SO.5 Partnership and Networking	10
SO.6 Societal Impact	10
3. COMMUNICATION ACTIVITIES - RP1 & RP2	11
4. IMPACT	17
5. ACTION PLAN FOR ACTIVITIES - RP3	19
6. CONCLUSIONS	23



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



List of Tables

TABLE 1: SUMMARY OF OUTREACH ACTIVITIES IMPLEMENTED DURING RP1 & RP2	11
TABLE 2: ESTIMATED NUMBER OF PERSONS (AUDIENCE) REACHED	16
TABLE 3: ECoE’S STAKEHOLDERS’ MEETINGS, INTERACTION WITH NON-ACADEMIC AUDIENCE AND TOTAL EVENTS UNDER THE SOCIETAL IMPACT BY THE END OF RP2 AND THE GOALS OF EXCELSIOR PROJECT	18
TABLE 4: SUMMARY OF OUTREACH ACTIVITIES SCHEDULED FOR THE PERIOD FROM M32 (30/05/2022) TO M70 (30/07/2025). 19	
TABLE 5: ORGANISATION OF EVENTS ALREADY SCHEDULED FOR THE FIRST 8 MONTHS OF RP3	22

List of Figures

FIGURE 1: ECoE’S TOTAL EVENTS UNDER THE SOCIETAL IMPACT BY THE END OF RP2 AND THE GOALS OF EXCELSIOR PROJECT	18
--	----



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



Abbreviations and Acronyms

CAP	Communication Action Plan
CoE	Centre of Excellence
CUT	Cyprus University of Technology
DMRID	Department of Electronic Communications- Ministry of Transport, Communications and Works
DIH	Digital Innovation Hub
DLR	German Aerospace Center
ECoE	ERATOSTHENES Centre of Excellence
EMMENA	Eastern Mediterranean, Middle East and North Africa
EO	Earth Observation
ERC	Eratosthenes Research Centre
EU	European Union
KPI	Key Performance Indicator
KSA	Knowledge, Skills and Abilities
IPR	Intellectual Property Rights
NOA	National Observatory of Athens
RS	Remote Sensing
TROPOS	Leibniz Institute for Tropospheric Research
WP	Working Package



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



1. INTRODUCTION

The **Communication Action Plan** falls under the scope and activities of WP9 "Communication, Engagement and Networking", whose main objective is to ensure that the impact of the upgrade of the ERATOSTHENES Centre of Excellence (ECoE) is maximized through an effective campaign of communication, dissemination and engagement activities based on a well-defined strategy. The Communication Plan has strong inter-dependencies with other WPs of the project – especially in relation to the diverse needs of different target audiences.

The main objective is to assess, develop and implement an internal and external communications plan for the ECoE **aiming to increase the visibility, performance and awareness in line with ECoE's mission, vision and activities**. This could be achieved by identifying and organising the activities to be performed in order to promote future commercial exploitation of the project's results and facilitate the widest dissemination of knowledge from the project. Specifically, the action plan promotes various strategies that can be used to increase visibility and awareness of ECoE through the EXCELSIOR project.

The present **Communication Action Plan** is a key mechanism to ensure the adequate progress of the project, to produce the envisaged results, and to successfully achieve the fundamental goals of the ECoE to ensure the sustainability of the Centre.

Taking all this into account, this report follows the structure presented below:

Chapter 2 consists of the Communication Action Plan of the EXCELSIOR project.

Chapter 3 presents the communication and dissemination activities completed during Reporting Periods 1 & 2 of the EXCELSIOR project.

Chapter 4 focuses on the impact expected to arise from the proposed communication action plan of the EXCELSIOR project.

Chapter 5 provides the communication and dissemination activities planned for Reporting Period 3 of the EXCELSIOR project.

Chapter 6 concludes the report on the communication action plan.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



2. COMMUNICATION ACTION PLAN

The objective of the Communication Action Plan is to develop and implement an effective multi-dimensional communication strategy for the ECoE, maximised through an effective campaign of communication and incorporating appropriate communication tools to inform the public, engage with stakeholders and raise awareness on ECoE research excellence and innovation potential. The target audiences of the action plan include research bodies, EO industry, SMEs, policy makers and Governmental and regional authorities. The Action Plan will apply the same 4-step methodology as the one described in D9.1 and will aim to promote the project, educate, involve and raise awareness amongst the target audiences of the project.

2.1 Action Plan for Communication and Dissemination

The Communication Action Plan considers the main expected impacts of the Project and aims to implement an effective communication and dissemination campaign reaching various target audiences. The Action Plan involves Communication, Engagement and Networking activities to ensure the visibility of ECoE, its impact, its partner network and boost cooperation with other DIHs in Europe. The action plan for Communication, Engagement and Networking activities is presented in the proposal through a series of activities related to the specific objectives of the EXCELSIOR Project, notably SO.4, SO.5 and SO.6.

SO.4 Potential Growth for the region:

The Strategic Objective is to position Cyprus as a European Focal Point for advanced EO research and innovation, addressing environmental and societal challenges from local to global scale. The creation of the ECoE and its excellence in EO technologies will provide benefits at the local, regional, European and global markets, ranging from increased productivity to enhancing quality of life. The development of EO products, services and applications are directly translated into economic value. In order to do so, communication and dissemination activities will include:

1. Outreach to the European and EMMENA ecosystem of stakeholders regarding EO products, services and applications, thereby nurturing connectivity within the European and EMMENA industrial and stakeholder network. This will be accomplished through participation to at least 20 business-oriented workshops and the organisation of at least 6 communication and dissemination events in Cyprus, EU and EMMENA
2. Exploitation of the untapped market opportunities in the National and EMMENA region in relation to SDG-related priorities through the DIH for EO and networking activities. This will be accomplished through participations to at least 30 EMMENA regional events, including Conferences, in support to sustaining and enriching the networking activities 6 event organisations



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



SO.5 Partnership and Networking

The Strategic Objective is to establish a strategic, multi-actor, mutually beneficial and long-term partnership network consisting of the core ECoE partners, regional stakeholders and 3rd party partnering organisations from the European and worldwide industry, academia and research elite. The EXCELSIOR project will focus on creating sustainable, mutually beneficial links through the ECoE network of strategic partners, regional stakeholders and partnering organisations. In order to do so, communication and dissemination activities will include:

1. Expanding the visibility of ECoE to National, regional and European stakeholders in basic and applied research. This will be done by conducting 15 Webinars addressed to stakeholders and organising 15 workshop events in various environmental fields

SO.6 Societal Impact

The Strategic Objective is to address societal challenges and minimise risk to the public through research results in order to assist in the shaping of informed decisions. The EXCELSIOR project will adhere to the ECoE's social responsibility agenda, inspire EO research culture to new generations and promote the EXCELSIOR vision to civil society. In order to do so, communication and dissemination activities will include:

1. Ensuring a sustainable agenda in safeguarding the environment, while influencing and shaping national and European policies regarding public health and citizen welfare to benefit the community and improve the quality of life. This will be done through 12 collaborative activities with national stakeholders.
2. Raising awareness on Adaptation and Mitigation to Climate Change, Disaster Risk Reduction and Water Resources Management, among other topics. This will be done by hosting 6 training events.
3. Developing and promoting EO science culture within primary and secondary education levels in collaboration with Copernicus Academy, NASA Training Centre and Ministry of Education. This will be done by conducting 15 school visits, Open days at ECoE and participation to the annual Researchers night



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



3. COMMUNICATION ACTIVITIES - RP1 & RP2

In this Chapter, the communication activities of RP1 (1 October 2019 – 31 December 2020) and RP2 (1 January 2021 – 31 March 2022) are presented. Table 1 provides a summary of the outreach activities that targeted local authorities, public and private stakeholders, and academia. More information regarding the events can be found in ECoE’s website under the News & Events section and through the EXCELSIOR project newsletters.

Table 1: Summary of outreach activities implemented during RP1 & RP2

	# of Events	Reporting Period	Title / Additional Information	Strategic Objective
Organisation of Dedicated Conferences & Workshops	1	RP1	1st EXCELSIOR International Virtual Workshop: “Space Operations and Environmental Monitoring in Cyprus” D9.13 Report on the organisation of the annual ECoE International Workshop (RP1)	SO4
	1	RP2	Second Virtual EXCELSIOR Workshop: “Atmospheric & Climate Research in the EMMENA region” D10.1 Report on the dissemination activities and Conference organisation at section 6.3:Second Virtual EXCELSIOR Workshop	
Organization of webinars	1	RP2	Water Resources Management EXCELSIOR Webinar D10.1 Report on the dissemination activities and Conference organisation at section 5: Webinars	SO5
Invited Talks	5	RP1	<ul style="list-style-type: none"> • Dr. Kleanthis NICOLAIDES (Cyprus Meteorological Service, Cyprus) “The science of Meteorology and Remote Sensing Applications” (10/12/2020). • Dr. Skevi PERDIKOU (Geofem Ltd, Cyprus) on “Landslide susceptibility mapping using satellite radar interferometry” (3/12/2020). • Dr. Nektarios CHRYSOULAKIS (FORTH, Greece) on “Cities and Climate Change” 	SO5



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



# of Events	Reporting Period	Title / Additional Information	Strategic Objective
		<p>(16/11/2020).</p> <ul style="list-style-type: none"> • Prof. Rosa LASAPONARA (CNR IMAA, Italy) on “Remote sensing for natural and cultural heritage: Data, Science and operational applications” (9/7/2020). • Open lecture by Dr. Ulla Wandinger (TROPOS) on “The European Research Infrastructure ACRIS and the ERATOSTHENES Centre of Excellence: Exploring the importance of atmospheric remote sensing for the benefit of the EMMENA region” (9/3/2020) • D1.14 Impact Assessment Report for RP 1 	
10	RP2	<ul style="list-style-type: none"> • Dr Mark PARRINGTON on “The role of Earth Observation data in Copernicus Atmosphere Monitoring Service for atmospheric composition and air quality” (15/3/2022) • Dr Chiara LAPUCCI on “Use of satellite and model data to identify the onset of <i>Ostreopsis ovata</i> harmful algal bloom in the Ligurian Sea” (15/12/2021) • Ms Els Knaeps (VITO) on "Developing tools for marine plastics monitoring" (2/11/2021). • Ms Mary GASCO (SpaceCrop Technologies) on "Spatial Decision Support Tool for Monitoring and Forecasting Soil Water Requirements" (26/10/2021). • Mr Stelios BOLLANOS (Planetek Hellas) on “EO based information for the public and the private sector / Today and the future” (12/10/2021). • Dr. Philippa MASON (Imperial College London) on “Developing quantitative InSAR tools for environmental monitoring” 	



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	# of Events	Reporting Period	Title / Additional Information	Strategic Objective
			<p>(23/06/2021).</p> <ul style="list-style-type: none"> • Prof. Lena HALOUNOVA (Czech Technical University in Prague (Faculty of Civil Engineering) on “Remote Sensing, Land Use/Land Cover Data and Example of Their Harmonisation” (31/3/2021). • Prof. Evangelos BALTAS (School of Civil Engineering of the National Technical University of Athens) on “Applications in Flood Risk Assessment - Rainfall-runoff estimation and forecasting using novel technologies in the Mediterranean Region” (26/2/2021). • Scientific lecture on “Trends, challenges and perspectives in GIS” by Prof. Marinos Kavouras (National Technical University of Athens) - 17/11/2021 2021. • Presentation on the “Features and applications of ArcGIS Geographic Information Systems” by Ioannis Kontos and Anastasia Mavridaki from Marathon Data Systems (19/11/2021). • D1.15 Impact Assessment Report for PR2 	
Interactions with individual stakeholders	25	RP1	Periodic report 1, Section Task 9.3 : Interaction with Key Stakeholders & Business Development.	SO4
	9	RP2	Periodic report 2, Section Task 9.3 : Interaction with Key Stakeholders & Business Development	
Interactions with stakeholders in the framework of organised events	1	RP1	<ul style="list-style-type: none"> • “Stakeholders’ Event of the H2020 Teaming project Phase 2 “EXCELSIOR” Periodic report 1, Section Task 9.3 : Interaction with Key Stakeholders & Business Development	SO4
	3	RP2	<ul style="list-style-type: none"> • “Participants in the ERATOSTHENES Centre 	SO5



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	# of Events	Reporting Period	Title / Additional Information	Strategic Objective
			<p>of Excellence as stakeholders and social partners”</p> <ul style="list-style-type: none"> “The ERATOSTHENES Centre of Excellence and the EXCELSIOR project meet the industry and the research and innovation organizations of Cyprus” “The ERATOSTHENES Centre of Excellence and the EXCELSIOR project meet the key stakeholders within the EMMENA region “ <p>Periodic report 2, Section Task 9.3: Interaction with Key Stakeholders & Business Development</p>	
Press Release	18	RP1	<p>This material was prepared by the Dissemination and Communication team and sent to journalists and media publishers for dissemination and communication purposes. The information which is contained in them are published on the https://excelsior2020.eu/ website</p> <p>Follow the link for more details</p>	SO6
	6	RP2		
Exhibition	1	RP1	<p>European Researcher’s Night 2020</p> <p>D10.1 Report on the dissemination activities and Conference organisation at section 7.1: EXCELSIOR and ECoE at the European Researcher’s Night 2020</p>	SO6
	1	RP2	European Researcher’s Night 2021	
Flyer	6	RP1	<p>The flyers include:</p> <ul style="list-style-type: none"> -The events invitations (workshops, webinars, invited talks, etc) -Informative flyers about the EXCELSIOR project <p>Follow the link to see the flyers</p>	SO4 SO5
	13	RP2	<p>The flyers include:</p> <ul style="list-style-type: none"> -The events invitations (workshops, webinars, 	



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	# of Events	Reporting Period	Title / Additional Information	Strategic Objective
			invited talks, etc) Follow the link to see the flyers	
Newsletters	2	RP1	The newsletters about the EXCELSIOR project activities and news are sent to our cooperators and shared on our social media, have been published on the https://excelsior2020.eu/ website Follow the link for details	SO4 SO5
	3	RP2		
Social Media	6	RP1 & RP2	<ul style="list-style-type: none"> • Facebook, • Twitter • Instagram • LinkedIn • YouTube • Flickr Periodic reports 1 and 2, Section Task 9.2 : Development of communication toolkit and material	SO5 SO6
Website	1	RP1 & RP2	https://excelsior2020.eu/	SO5 SO6
Communication Campaign (e.g. Radio, TV)	3	RP1	Periodic report 2, Section Task 9.2 : Development of communication toolkit and material Visit also the following link	SO6
	11	RP2		
Participation to Conferences	11	RP1	Periodic Report 1, Section Task 9.4 : Participation in international events and organisation of Workshops Periodic Report 2, Section Task 9.4 : Participant in international events and organisation of Workshops	SO4
	9	RP2		
Participation to Workshops	1	RP1	Periodic Report 2, Section Task 9.4 : Participant in international events and organisation of Workshops	SO4
	6	RP2		
Video/Film	10	RP1	Videos of the EXCELSIOR Invited talks, webinars, international workshops,	
	19	RP2		



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	# of Events	Reporting Period	Title / Additional Information	Strategic Objective
			promotional videos etc Follow the link to see the videos on YouTube channel	SO5
Other activities	2	RP1	-EXCELSIOR and ECoE at the European Researcher's Night 2020 -SpaceUpCyprus 2021 LIVE D10.1 section 7: Other events	SO6
	1	RP2	-European Researchers' Night 2021 -Co-organization of the 1st CASSINI Space Data Hackathon -SpaceUpCyprus 2022 Periodic Report 2, Section Task 9.6: ECoE Social Responsibility	
Training events and lectures to the public	26	RP1	D10.1, Section 3: Invited Talks, Workshops and Seminars	SO6
	10	RP2		

The estimated number of persons (audience) reached, in the framework of the communication activities implemented during RP1 and RP2 are presented in **Table 2** for each of the following categories.

Table 2: Estimated number of persons (audience) reached

	RP1	RP2	Total
Scientific Community (Higher Education, Research)	955	1340	2295
Industry	250	650	900
Civil Society	35	60	95
General Public	11240	2570	13810
Policy Makers	74	55	129
Media	30	5	35
Investors	5	0	5
Customers	15	0	15
Other	10	0	10



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



4. IMPACT

All activities presented in Table 1 are expected to have an impact in terms of network development of the ECoE, expecting to lead to an increase in its stakeholders, partners and networking. Activities such as presentations to students have an educational and /or societal impact as they aim to increase the scientific culture of Cyprus. The EXCELSIOR project will adhere to the ECoE's social responsibility agenda, inspire Earth observation research culture to new generations and promote the EXCELSIOR vision to civil society.

Moreover, meetings and events where the EXCELSIOR project and its activities were presented are also considered to have a dissemination impact. Meetings and presentations with public authorities, governmental departments and industrial organisations aim to have both a societal and economic impact.

Linked to the D1.14: Impact Assessment Report for RP1 & D1.15: Impact Assessment Report for RP2, the KPIs of the EXCELSIOR project which are related to the Communication Action Plan falls under the category of **Impact for the Society** and are the follows:

- **SO2 (RP1) – SO4 (RP2):** using as metric the number of meetings with local authorities, public and private stakeholders, academia, etc. which took place. This metric includes the establishment of new partnerships with public authorities, the industry, and SMEs in the EO domain which all may benefit from the research and innovation of the ECoE. These collaborations are applied locally and across the EMMENA region, Europe and beyond.
- **SO3 (RP1) – SO9 (RP2):** using as metric the activities targeting to non-academic audiences to increase of scientific culture of the country. This metric mainly focuses on the activities that are address to the local public (civil society and citizens), in order to increase interest to the new technological EO environment and influence the adaptation of the scientific culture in Cyprus though responsible research and innovation activities.
- **SO3 (RP2):** using as metric the number of events (workshops, info days, etc.) that the ECoE organised/participated. Continuous interaction with stakeholders nationally, in the EMMENA region and in Europe through dedicated events. This metric aims to identify the interaction with stakeholders nationally, in the EMMENA region and in Europe through dedicated events.

KPIs showcase the impact at four different periods: 1) what have been implemented up to now (RP1 & RP2), 2) the milestones by M48 (Year 4), 3) the milestones by M70 (D9.3) and 4) the milestones by M84 (Year 7). KPIs are cumulative i.e., by Year 7 also includes the KPIs from Year 4 (see Table **Error! Reference source not found.3**).



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



Table 3: ECoE’s stakeholders’ meetings, interaction with non-academic audience and total events under the societal impact by the end of RP2 and the goals of EXCELSIOR project

	Implemented activities		Future targets (% of final goal for Y7)		
	up to M15 (RP1)	up to M30 (RP2)	up to M48 (Y4)	Target to M70	Target to M84 (Y7)
S04: Stakeholders' Meetings	118%	265%	65%	86%	100%
S09: Interaction with Non-academic Audience	167%	293%	67%	87%	100%
S03: All events	34%	62%	60%	84%	100%

Under the auspices of the EXCELSIOR project, the Partners organised and/or participated in **86 events** during RP1 and **68 events** during the RP2 with the aim to expand their network, disseminate the EXCELSIOR project outputs, promote innovation, and promote the activities of the ECoE to public authorities, governmental departments, and schools to increase the societal and educational impact.

Analysis of the results based on the SO3 metric, which is the KPI of the EXCELSIOR project set to measure **the Impact for the Society arises from the implementation of total events** has exceeded the target set for Year 4 (M48) of the EXCELSIOR project (Figure 1). The list including all the events implemented during RP1 and RP2 are presented in detail in Table 1.

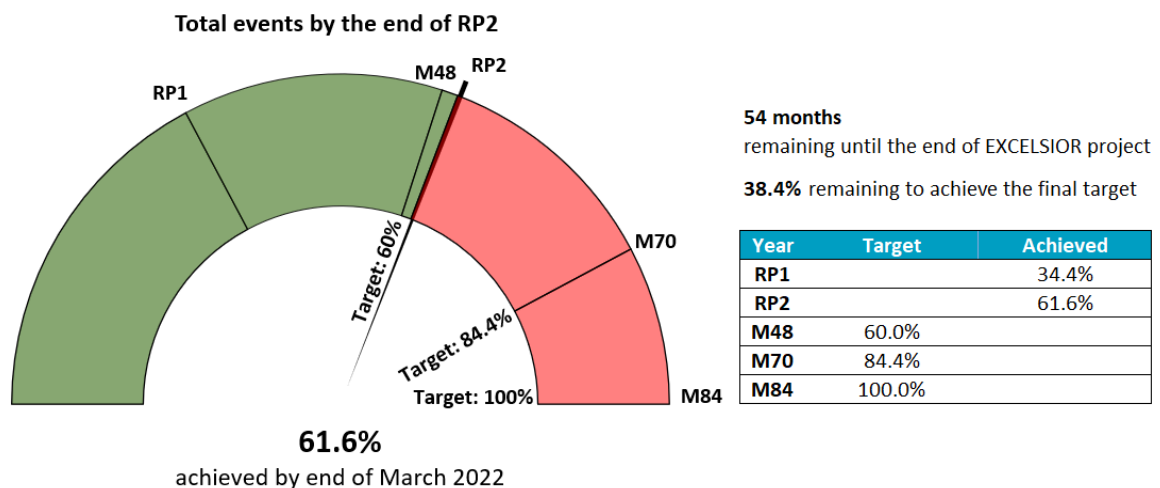


Figure 1: ECoE’s total events under the societal impact by the end of RP2 and the goals of EXCELSIOR project



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



5. ACTION PLAN FOR ACTIVITIES - RP3

Based on the Communication Action Plan, activities have been planned for the period of M32 to M70 of the EXCELSIOR project. Table 4 provides a summary of the events, including their link to specific tasks of the EXCELSIOR project.

Table 4: Summary of outreach activities scheduled for the period from M32 (30/05/2022) to M70 (30/07/2025)

	No of Events	Linked to Specific Tasks
Organisation of Dedicated Workshops	4	Task 9.5: Organisation of annual ECoE international workshops (On-line or physical).
Organisation of Dedicated Conferences	4	Task 9.4: Participation in international events and organisation of Workshops. Organisation of international scientific Conferences. The aim is to organise by the end of the project two international scientific Conferences for each of the three ECoE Research Clusters (Environment & Climate, Resilient Society and the Big Earth Data Analytics).
Invited Talks	14	Task 9.6 ECoE Social Responsibility. The task develops a regular series of Seminars and Webinars and designs lectures and plans activities on subjects related to its thematic areas to inform and engage with the wider public, regarding the beneficial impact of the research conducted in the ECoE for the environment, the society and the economy.
Interactions with stakeholders in the framework of organised events	5	Task 9.3 Interaction with Key Stakeholders & Business Development. Aims to implement regular stakeholder surveys to establish needs and interests from a broad range of key stakeholders (stakeholder mapping) with emphasis on EMMENA.
Interactions with individual stakeholders	15	Task 9.3 Interaction with Key Stakeholders & Business Development. Upon analysis of user needs, this task involves face-to-face interaction with key stakeholders to engage them with the research and innovation activities of ECoE. Task 8.7 Industry Liaison Office. ECoE works with stakeholders to co-design, co-develop, commercialise and promote EO-based products & services and applications that facilitate the efficient use of EO data for different economic sectors.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	No of Events	Linked to Specific Tasks
Training events / Lectures to the public / School visits and presentations	20	<p>Task 8.4: ECoE Entrepreneurial mentality development targeting both ECoE researchers, DIH stakeholders and external professionals. Aims to design and establish a dedicated capacity building programme for the professional development with emphasis on entrepreneurship in the field of EO.</p> <p>Task 9.6: ECoE Social responsibility: Seminars and Webinars to inform and engage with the wider public (open lectures)</p> <p>Task 9.2: Development of communication toolkit and material. Presentations and lectures open to the public. The activities include Science Café events, open events for the public and a structured series of High School/College visits to the Labs of ECoE for the promotion of Science to Young Scientists.</p>
Press Release	30	<p>Task 9.2: Development of communication toolkit and material. Media presentation through media outlets, such as articles in newspapers open to the public.</p> <p>Task 9.6 ECoE Social Responsibility. Press release on subjects related to ECoE's thematic areas to inform and engage with the wider public, regarding the beneficial impact of the research conducted in the ECoE for the environment, the society and the economy.</p>
Exhibition	6	<p>Task 9.2: Development of communication toolkit and material. The activities include open events for the public (such as participation to the annual Researchers' Night).</p> <p>Task 9.6: ECoE Social responsibility: Seminars and Webinars to inform and engage with the wider public (information days)</p>
Flyer	27	Task 9.2 Development of communication toolkit and material. Production of communication material package including social media (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
Social Media	15	Task 9.2 Development of communication toolkit and material. Production of communication material package including social media (Facebook, Instagram, LinkedIn, Twitter, YouTube, etc.).
Website	1	<p>The website is continuously updated.</p> <p>Task 9.2. Development of communication toolkit and material. The website will be redesigned in order to be in line with the visual identity of the ECoE.</p>



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



	No of Events	Linked to Specific Tasks
Communication Campaign (e.g. Radio, TV)	16	Task 9.2: Development of communication toolkit and material. Media presentation through media outlets, such as TV and radio.
Participation to Conferences	45	Task 9.4 Participation in international events and organisation of Workshops. Engagement with key international stakeholders through the participation to international meetings and GEO, Copernicus and ESA events. Task 10.1 Participation in Conferences and publication of scientific papers. Aiming to knowledge sharing, network building and exposure to the international EO and remote sensing field.
Participation to Workshops	8	Task 9.4 Participation in international events and organisation of Workshops. Engagement with key international stakeholders through the participation to international meetings and GEO, Copernicus and ESA events. Task 10.1 Participation in Conferences and publication of scientific papers. Aiming to knowledge sharing, network building and exposure to the international EO and remote sensing field.
Participation to an Event other than a Conference or a Workshop	2	Task 8.3 ECoE Networking & Knowledge Hub. Fosters the cross-fertilisation of ideas and uptake of ECoE’s research and innovation output by building a networking platform to foster EMMENA and DIH stakeholder registration and interaction in an organised way. Task 8.7 Industry Liaison Office. ECoE works with stakeholders to co-design, co-develop, commercialise and promote EO-based products & services and applications that facilitate the efficient use of EO data for different economic sectors.
Video/Film	30	Task 9.2 Development of communication toolkit and material. Production of communication material package.
Brokerage Event	2	Task 9.6 ECoE Social Responsibility. Information days on a range of topics including food security, sustainable agriculture and forestry, marine and maritime and inland water research, air quality monitoring, climate change, disaster risk reduction, cultural heritage, resource efficiency and raw materials, secure clean and efficient energy, Big Earth data analytics as well as geo-informatics. Task 8.7 Industry Liaison Office. ECoE works with stakeholders to



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



No of Events		Linked to Specific Tasks
		co-design, co-develop, commercialise and promote EO-based products & services and applications that facilitate the efficient use of EO data for different economic sectors.
Trade Fair	2	Task 8.3 ECoE Networking & Knowledge Hub. Fosters the cross-fertilisation of ideas and uptake of ECoE’s research and innovation output by building a networking platform to foster EMMENA and DIH stakeholder registration and interaction in an organised way. Task 8.7 Industry Liaison Office. ECoE works with stakeholders to co-design, co-develop, commercialise and promote EO-based products & services and applications that facilitate the efficient use of EO data for different economic sectors.
Participation in activities organised jointly with other EU project(s)	3	Task 8.3 ECoE Networking & Knowledge Hub. Fosters the cross-fertilisation of ideas and uptake of ECoE’s research and innovation output by building a networking platform to foster EMMENA and DIH stakeholder registration and interaction in an organised way. Task 8.7 Industry Liaison Office. ECoE works with stakeholders to co-design, co-develop, commercialise and promote EO-based products & services and applications that facilitate the efficient use of EO data for different economic sectors.

5 indicates the events that have already been scheduled for RP3. For more information visit the events in Eratosthenes Centre of Excellence website (<https://eratosthenes.org.cy/events-calendar/>).

Table 5: Organisation of events already scheduled for the first 8 months of RP3

Date	Event
21 June 2022	Annual workshop on Entrepreneurship and Innovation in EO
22 June 2022	Stakeholders event
12 September 2022	Stakeholders event
13 to 16 September 2022	EARSel Symposium
05-06.10.2022	She in excelsior event
12 to 13 October 2022 Or 19-20 October 2022	1 st European Teaming Conference



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 857510.



This project has received funding from the Government of the Republic of Cyprus through the Directorate General for the European Programmes, Coordination and Development.



6. CONCLUSIONS

This report of the Communication Action Plan (RP3) provided the communication activities that took place during RP1 and RP2 as well as their impact. As well, the communication activities scheduled for RP3 were also included.

The Communication Action Plan is essential to the creation of an effective campaign to inform the public, engage with stakeholders and raise awareness on ECoE research excellence and innovation potential. The target audiences of the action plan include The Action Plan seeks to promote the EXCELSIOR project, educate, involve and raise awareness amongst the target audiences, primarily research bodies, industry, stakeholders, SMEs, policy makers and Governmental & regional authorities.

The activities for communication and dissemination activities for RP3 are indicative and subject to change.