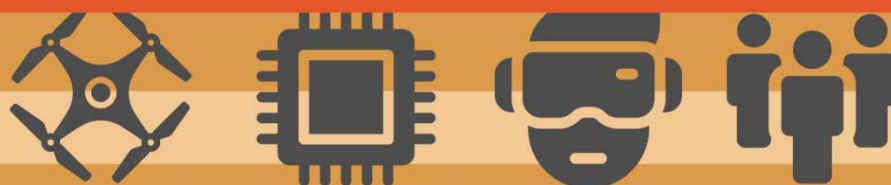




Copernicus Artificial Intelligence Services and data fusion with other distributed data sources and processing at the edge to support DIAS and HPC infrastructures

D9.1 - Initial Communication and Dissemination plan

WP9 - Impact Creation, Dissemination and Exploitation



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Abstract	This document provides the Initial Communication and Dissemination Plan of CALLISTO. Its purpose is to identify the target audience and stakeholders of the project and the channels which will be used to successfully promote CALLISTO's results. In addition, the document provides detailed information about the dissemination and communication activities planned for the first months of the project. The current plan constitutes a living document responding to new development and opportunities and therefore could be updated if the partners deem it necessary.			

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Contents

1	Introduction.....	9
1.1	Purpose and Scope	9
1.2	Document Structure	10
2	Dissemination Plan	11
2.1	Dissemination Objectives	11
2.2	Dissemination during COVID-19	11
2.3	Language.....	12
2.4	Target Audience.....	13
2.5	Individual Dissemination Plans	15
2.6	Synergies with Other Projects and Initiatives.....	17
3	Communication Plan	19
3.1	Communication Plan Objectives.....	19
3.2	Communication Tools and Activities	20
3.2.1	Visual Identity	20
3.2.2	Project Templates.....	22
3.2.3	Website.....	28
3.2.4	Social Media Presence.....	29
3.2.5	E-mail	32
3.2.6	Events	32
3.2.7	Publications	32
3.2.8	Press Kit	33
3.3	Consortium’s Interaction.....	38
4	Dissemination and Communication Time Plan.....	39
5	Monitoring and Evaluation of the Dissemination and Communication Activities	40
6	Conclusion	41
7	Annexes	42

Figures

Figure 1:	Relation of WP9 with other WPs.....	9
Figure 2:	The components of a good communication plan.....	19
Figure 3:	CALLISTO's colour palette.....	20

Figure 4: CALLISTO’s logo 21

Figure 5: The EU emblem. 22

Figure 6: CALLISTO’s Social Media banner. 22

Figure 7: Front pages of the deliverable template..... 23

Figure 8: Tables of contents, figures, acronyms on the deliverable template..... 24

Figure 9: Back pages of the deliverable template. 24

Figure 10: Template for PowerPoint presentations. 25

Figure 11: Template for event reports. 27

Figure 12: Template for press releases. 27

Figure 13: Template for blog posts..... 28

Figure 14: CALLISTO’s social media accounts on Twitter and LinkedIn, respectively. 30

Figure 15: First posts of CALLISTO. 31

Figure 16: CALLISTO's factsheet. 34

Figure 17: CALLISTO's brochure..... 35

Figure 18: CALLISTO's poster. 37

Figure 19: Time plan of dissemination and communication activities..... 39

Figure 20: CALLISTO's first press release..... 42

Tables

Table 1: Key messages and channels for different target groups. 13

Table 2: Individual dissemination plans. 15

Table 3: Relevant initiatives that could potentially form synergies with CALLISTO..... 17

Table 4: Dissemination tools to be potentially used by CALLISTO. 18

Table 5: Main hashtags to be used in social media posts. 29

Table 6: List of 2021 conferences the consortium may participate in. 32

Table 7: List of potential journals where results and findings of CALLISTO can be disseminated in. 33

Table 8: Dissemination and communication impact indicators. 40







Executive Summary

This document constitutes CALLISTO's deliverable "D9.1 Initial Communication and Dissemination plan". It serves as a guideline for the dissemination and communication activities which will be conducted by all the project partners during the lifespan of the project. In particular, D9.1 includes the initial plan of the dissemination and communication activities and presents the overall strategy dedicated to promoting the project and its results and identifying and engaging stakeholders, thus ensuring the maximum visibility of CALLISTO. The end-goal of this plan is to offer the guidelines and tools to the partners to promote the project, increase its visibility and maximise its impact, and ultimately to attract the interest of the stakeholders.

DRAXIS Environmental S.A., the lead partner of CALLISTO's dissemination work package (WP9), developed the strategic approach that is presented in this document by taking into consideration the characteristics of the target stakeholders of the project in order to resort to the best technics/methods for its dissemination. It was decided that the partners will use a variety of dissemination and communication tools/activities to reach all target audiences and stakeholders in order to ensure their involvement in the project and consequently raise awareness on its objectives and results.

Restrictions put in place to mitigate the spread of the COVID-19 pandemic were another issue that was taken into account when developing this initial plan. Current conditions interfere with some common dissemination activities, such as organisations of face-to-face events, and had to be altered or replaced by other activities.

All in all, the present document provides valuable insight on the following aspects:

-  The dissemination plan
-  The impact of the COVID-19 pandemic on dissemination activities
-  The communication plan
-  The initial time plan of the dissemination and communication activities
-  The expected impact of the dissemination and communication activities
-  The dissemination and communication Key Performance Indicators (KPIs) and their monitoring roadmap.

This document serves as an initial guide for the dissemination and communication activities that will be conducted by all project partners. At the same time, it will provide common tools which will guarantee the successful promotion of CALLISTO and which require the active participation of all 16 partners. Deliverables "D9.4 Mid-term dissemination plan" and "D9.7 Final dissemination report and clustering with other projects" will provide updated versions of this initial plan and will also present all of the activities that will have been carried out until the middle and end of the project, respectively.

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Acronyms

Acronym	Full name
AI	Artificial Intelligence
AR	Augmented Reality
BDVA	Big Data Value Association
CAP	Common Agricultural Policy
COVID-19	Coronavirus disease 2019
D	Deliverable
DIAS	Data and Information Access Services
EC	European Commission
EO	Earth Observation
EU	European Union
EuroGEOSS	The European section of the Global Earth Observation System of Systems
GEOSS	Global Earth Observation System of Systems
GEOINT/IMINT	Geospatial and Imagery Intelligence
GNSS	Global Navigation Satellite Systems

HPC	High-performance computing
IAIS	Intelligent Analysis and Information Systems
ICT	Information and Communication Technologies
KPI	Key Performance Indicator
SMEs	Small and medium-sized enterprises
URL	Uniform Resource Locator
VR	Virtual Reality
WP	Work package

1 Introduction

CALLISTO is an EU-project, supported by the European Union’s Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101004152.

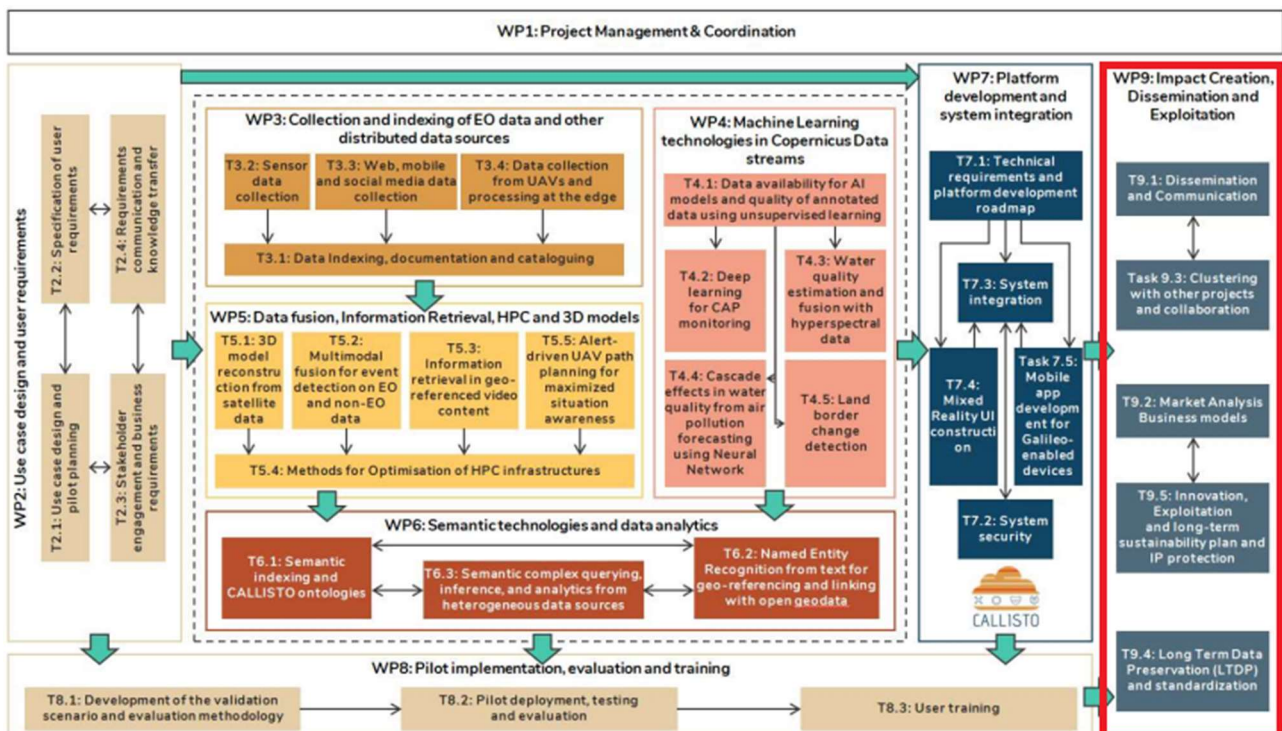
The project aims to bridge the gap between Copernicus’ [Data and Information Access Services](#) (DIAS) providers and application end-users through dedicated Artificial Intelligence (AI) solutions. CALLISTO will provide an interoperable Big Data platform integrating Earth Observation (EO) data deriving from DIAS and other crowdsourced, geo-referenced and distributed data from various sources. All of these data will be served in Mixed Reality environments, such as interactive platforms and mobile applications. The solutions of the project will be pilot-tested in real environment, providing geolocation-based services in applications relevant to the Common Agricultural Policy (CAP), monitoring of water quality over drink water reservoirs, satellite journalism and land border change detection.

1.1 Purpose and Scope

The results of CALLISTO will be disseminated throughout its whole lifespan according to the current plan developed for this purpose. This document provides the aforementioned plan of all the dissemination and communication activities which will be conducted in the initial phase of the project and which target to increase its visibility to stakeholders and the general public. It should be noted that all partners involved in CALLISTO will work closely together in order for these activities to be deemed successful.






This deliverable is part of Task 9.1 of “WP9 Impact Creation, Dissemination and Exploitation” of CALLISTO, which is closely linked to all other work packages (Figure 1). The main objectives of Task 9.1 are the identification of stakeholders, target audiences and key messages, as well as the selection of the appropriate dissemination channels and tools. This task also includes the development of the CALLISTO’s website, which will be presented in deliverable “D9.2 CALLISTO web presence”.

Figure 1: Relation of WP9 with other WPs.



1.2 Document Structure

This document, representing D9.1, is organised according to the following structure:

-  Section 1 – Introduction: it describes the purpose and scope of the document and its structure
-  Section 2 - Dissemination Plan: it includes the challenges regarding dissemination during COVID-19, the identification of target stakeholders and audience, the dissemination activities
-  Section 3 - Communication Plan: it presents the external and internal communication activities of the project
-  Section 4 - Time plan of the dissemination and communication activities
-  Section 5 - Expected impacts of the dissemination and communication activities





As mentioned above, D9.1 constitutes a living document and responds to new development and opportunities. Therefore, updates of the dissemination and communication plan can be made during the implementation process of the project by the consortium of CALLISTO. Deliverables D9.4 and D9.7 will provide more detailed information about all the activities which will have been conducted until the middle and the end of the project, respectively.

2 Dissemination Plan

Dissemination is defined as the process of using the right channels and tools to promote the results of a project to each group of potential stakeholders, such as policymakers, public authorities, the media, private companies, researchers, the general public, etc. A dissemination plan is a plan that includes the dissemination activities that are to be conducted in this project¹.






2.1 Dissemination Objectives

Dissemination activities are an essential part of a project and this is why it is important to ensure their successful implementation. Therefore, there are certain principals they should be complying to and include the following:

-  Finding the right messages to attract stakeholders and using the appropriate channels to disseminate the project to them
-  Correlating every available means to promote and present the results of a project
-  Including a variety of dissemination channels and tools (e.g. social media, website, brochures, (virtual) conferences and meetings)
-  Ensuring that the disseminated product/result is comprehensible and precise

Dissemination activities will be conducted during the lifespan of CALLISTO in order to maximise the impact of the project results. They will support all work packages (WPs), increasing the visibility of the project, its innovation potential and the business opportunities it will offer. CALLISTO gives special attention to the identification of the target audiences and stakeholders which will be benefited the most from the project findings.

Tailored dissemination activities will be designed to make the project results visible and accessible to the different categories of target stakeholders. The main objectives of the initial dissemination plan are to:

-  Identify target audiences, messages, tools, and channels
-  Design dissemination tools to ensure the maximum visibility of the project
-  Distribute dissemination material through any appropriate means to promote CALLISTO to all interested stakeholders
-  Provide accessibility to CALLISTO's outcomes throughout the lifespan of the project
-  Ensure the long-lasting visibility of the project activities and results.

Consequently, dissemination activities will ensure CALLISTO's maximum impact on all interested stakeholders and target audiences. In order for these activities to be deemed successful, the messages to be disseminated will be adjusted depending on the intended target group.




2.2 Dissemination during COVID-19

One of the main challenges CALLISTO has to face, especially concerning its dissemination and communication activities which will be presented in the next section, is the current COVID-19 pandemic. Many countries are under strict measures, such as curfews and quarantines, in an effort to contain the spread of the virus as much as possible.




¹ <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/faq/933>

As expected, this situation has been affecting all sectors of life and Horizon 2020 projects are not the exception. All scheduled face-to-face events and meetings are cancelled or postponed, and there is also great hesitation on organising big events for the near future since the conditions of the pandemic are constantly changing.

For the past year, the Internet has played a key role in everyone's life, with most employees globally working remotely. Horizon 2020 projects have also turned their attention towards conducting their dissemination activities online. Many events and workshops have been taking place online, with the number of participants being surprisingly high. However, there are still some difficulties which need to be overcome and which are closely related to mainly technical issues. Some of the identified problems of online dissemination activities are the following:

-  Lack of participants' technical skills
-  Numerous online events at the same time
-  Challenges in making events more interactive and educational

Some solutions which are recommended to reduce the impact of these challenges are the following:

-  Improving technical skills
-  Encouraging and acquiring knowledge on digital channels and tools
-  Conducting short interactive webinars/workshops more often

Even though adapting to the new conditions is a difficult task, it is absolutely imperative to try to keep up with these challenges. Despite the challenges, as well as the disadvantages that derive from the inability to conduct face-to-face dissemination activities, there are also many benefits of handling these activities remotely. For example, a wider audience can be approached (i.e. stakeholders from all around the world can participate in the events).

The consortium of CALLISTO will take into account the aforementioned barriers in promoting the project results by perhaps replacing or altering some of the more common dissemination activities to successfully promote the results of the project.

The COVID-19 pandemic constitutes a new reality. However, the partners of CALLISTO are hopeful that the current conditions will improve in the near future and consequently they will be able to carry out common traditional dissemination activities in the lifespan of the project, such as the organisation of face-to-face events.

2.3 Language

English is the main language used in CALLISTO, since it is the most spoken language in the world² and will successfully accomplish to disseminate the project in a wider audience. Therefore, dissemination activities will be conducted in English, but the mother language of all the partners will also be used for local dissemination of the project. Press releases constitute an example of these activities which will be translated in the partners' respective languages.

² <https://www.who.int/bulletin/volumes/93/6/15-020615/en/>

2.4 Target Audience

Identification of the target stakeholders of a project plays an essential part in achieving the maximum impact of its dissemination. Dissemination activities are closely related to the characteristics of the different target groups, since the most suitable channels that can be used to conduct them depend on these characteristics.

The target audiences of CALLISTO were identified early on the project and consist of the following groups:

-  **Paying agencies**
-  **Security agencies**
-  **Media broadcasters, media companies and journalists**
-  **Drinking water industry and water authorities**
-  **Farmers**
-  **Scientific community**
-  **DIAS service providers**
-  **App developers**
-  **General public**

The key messages as well as the channels which will be used for each target group mentioned above are presented in Table 1.

Table 1: Key messages and channels for different target groups.

Target group	Key message	Channel
Paying agencies (e.g. Agence de Services et de Paiement (ASP))	CALLISTO will reinforce CAP, upgrade public services and could potentially contribute to a significant reduction of on-farm inspections.	Policy events/forums Conference presentations Workshops Practical demonstrations Press kit distribution Targeted newsletters Direct mailing
Security agencies (e.g. European Union Satellite Centre (EU SatCen) , European Global Navigation Satellite Systems (GNSS) Agency , European Defence Agency)	CALLISTO will contribute to the detection of changes in land borders and will consequently optimise the current border surveillance.	Conference presentations Workshops Practical demonstrations Press kit distribution Targeted newsletter Direct mailing
Media broadcasters, media companies and journalists (e.g. Deutsche Welle , Euronews)	CALLISTO will offer a monitoring tool that enables journalists to have easy access to information from satellites and other sources (e.g. sensors). The project will provide a boost especially to the sector of environmental journalism.	Journalism/environmental events Conference presentations Hackathons Workshops Practical demonstrations Website Social Media Press kit distribution





		<ul style="list-style-type: none"> Targeted newsletters Printed material Direct mailing
<p>Drinking water industry and water authorities</p> <p>(e.g. De Watergroep, Società Metropolitana Acque Torino S.p.A. (SMAT))</p>	<p>CALLISTO will offer a monitoring tool that enables relevant industries and authorities in the sector of drinking water and water management to have easy access to important information about water quality from satellites and other sources (e.g. sensors).</p>	<ul style="list-style-type: none"> Participation in events relevant to water management Conference presentations Workshops Practical demonstrations Website Social Media Press kit distribution Newsletters Policy briefs Direct mailing
<p>Farmers</p>	<p>CALLISTO will offer a mobile application to farmers to enable them to be compliant with CAP and offer them the opportunity to upload geotagged and timestamped photos of their parcels.</p>	<ul style="list-style-type: none"> Workshops Exhibition presentations Practical demonstrations Website Mobile app Social Media Direct mailing
<p>Scientific community</p> <p>(e.g. <i>Universities, Institutions</i>)</p>	<p>The scientific community could benefit from CALLISTO by acquiring knowledge about AI applications used for the extraction of data from Copernicus and other sources in order to draw conclusions about the environment and test their research results.</p>	<ul style="list-style-type: none"> Peer reviewed papers Participation in scientific conferences Scientific newsletters Press kit distribution Direct mailing
<p>DIAS service providers</p> <p>(e.g. SERCO S.p.A., Creotech Instruments S.A.)</p>	<p>CALLISTO uses AI technologies in order to bridge the gap between DIAS service providers and end-users. Thus, the former could benefit from the project results by extending their clientele.</p>	<ul style="list-style-type: none"> Hackathons Workshops Press kit distribution Website Interactive platform Social Media Targeted newsletters Direct mailing
<p>App developers</p> <p>(e.g. <i>game designers, AI developers</i>)</p>	<p>App developers could benefit by CALLISTO's findings regarding the use of AI solutions in EO, which constitutes a very popular topic nowadays.</p>	<ul style="list-style-type: none"> Hackathons Workshops Press kit distribution Website Interactive platform Social Media Targeted newsletters
<p>General public</p>	<p>CALLISTO will offer very interesting solutions and lessons learned about the use of data from satellites and other sources for</p>	<ul style="list-style-type: none"> Website Social Media Newsletters







	issues regarding sectors which closely affect people's daily lives.	Press kit distribution
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2.5 Individual Dissemination Plans

Each partner of the CALLISTO consortium intends to conduct individual dissemination activities in order to ensure the maximum visibility of the project in their respective countries in the EU and South Korea. Some of these dissemination activities were planned and included in the CALLISTO proposal and are now presented in Table 2.

Table 2: Individual dissemination plans.

Partner	Dissemination plan	Target audience
SERCO	SERCO plans to conduct dissemination activities as part of the ONDA for Education service which was recently launched by ONDA DIAS .	Copernicus Users
CERTH	CERTH plans to conduct publications in journals/conferences, presentations in workshops/conferences and organise: <ul style="list-style-type: none">  local and regional networking  communication workshops  summer schools to train trainers for end-users of CALLISTO products and Copernicus services  training seminars and demonstration forums 	Scientific community, Big Data Value Association (BDVA) and Information and Communication Technologies (ICT) community, users of EO-related products, local authorities, EO downstream sector and related SMEs.
Fraun	Fraun plans to use the channels of the Fraunhofer Institute for Intelligent Analysis and Information Systems (IAIS) for the dissemination of CALLISTO and exploit its links to several entities such as the BDVA (and the EO subgroup).	Scientific and ICT community, Copernicus users.
CS GROUP	CS GROUP plans to conduct dissemination activities as part of several projects (<i>e.g. Copernicus Research and User Support, AI4GEO project, H2020-SNAPEARTH and H2020-7SHIELD projects</i>).	ICT community, national governments/ public/ EO downstream sector.
BSC	BSC plans to conduct publications in academic journals/high-impact conferences in computer sciences, supercomputing and AI-oriented venues. They also plan to disseminate project result and technologies through the BSC network of partners in high-performance computing and participate in seminars and teaching activities, due to BSC's relation to BarcelonaTech .	Academic and industrial communities relevant to High-performance computing (HPC)
InfAI	InfAI plans to conduct publications in academic journals/conferences/ workshops and to document updates in blog posts on the research group's website and CALLISTO's website.	Scientific and open source software community, potential commercial users
ACCELI	ACCELI plans to use social media channels to disseminate the project and also plans to conduct publications in scientific journals/ conferences.	Standardisation Bodies (<i>e.g. EUROSUR</i>), relevant EU-funded projects,

		Organizations (e.g. ESA), EO service providers.
NOA	NOA plans to use already developed networks for the dissemination of CALLISTO. These networks were created during past projects and include stakeholders from research institutes, public authorities, international organizations, SMEs and individuals.	Global Earth Observation System of Systems (GEOSS) community, end-users, decision makers and other relevant to agriculture pilot communities (e.g. <i>paying agencies, farmers, agro-consultants, farmers' cooperatives</i>).
DW	DW will disseminate CALLISTO in their own (data) journalists and their network of journalists and media companies (e.g. <i>national broadcasters (ARD), the European Broadcasting Union (EBU), global broadcasters</i>)	Journalists, news organisations, media industry
DWG	De Watergroep plans to disseminate CALLISTO towards drinking water utilities in Flanders through: <ul style="list-style-type: none">  sector organisations (e.g. Aquaflanders)  local events (e.g. <i>local journals</i>)  their partners (e.g. <i>academic partners</i>) or legislative partners 	Academic, other (water) utilities, general public, Water Europe network
RBINS	RBINS plans to conduct publications in peer-reviewed journals/ international meetings/ conferences.	Scientific community, EO data users, H2020 related projects, water utilities and local and national management entities.
SMAT	SMAT plans to disseminate CALLISTO towards drinking water utilities in Italy through: <ul style="list-style-type: none">  local events (e.g. journals)  partners  participation in a conference 	Academic, other (water) utilities, general public.
NURO	NURO plans to disseminate CALLISTO through press networks (e.g. gamepress.com) and by using social media. They also plan to participate in events/ conferences/ workshops/ trade shows.	Game industry, EO downstream / media/ water sector, security agencies, EU policymakers
SatCen	SatCen plans to disseminate CALLISTO towards both internal (e.g. <i>SatCen colleagues supporting the operational Border Surveillance Services</i>) and external entities (e.g. <i>Imagery/Geospatial Intelligence (IMINT/GEOINT) community</i>).	Internal: Image analysts in operations, project managers External: Geospatial and Imagery Intelligence (GEOINT/IMINT) and EO community, border surveillance service managers.
DRAXIS	DRAXIS plans to disseminate CALLISTO towards stakeholders including paying agencies, farmers'	Paying agencies, agro-consultants, farmers'

	organisations, private companies and research institutions, collective bodies and communities at a local, regional, national and European level.	organisations, water management authorities, ENVISION partners, EuroGEOSS partners.
KU	KU plans to conduct publications in journals/ conferences/ and relevant expert group meetings with local and regional networking groups	Scientific community, Copernicus Users, and other relevant to food security pilot communities

The dissemination plans presented in Table 2 constitute the initial strategies designed by each partner while preparing the CALLISTO proposal. Therefore, some alterations will definitely occur during the actual project implementation and these individual dissemination plans will be updated as each partner deems necessary for the successful promotion of the project.

2.6 Synergies with Other Projects and Initiatives





CALLISTO seeks to form links and synergies with similar initiatives whenever possible, in order to endorse its activities and results. The partners of the project will make an effort to participate in several meetups and events to achieve these synergies. Table 3 presents some projects which will be approached for the purpose of forming potential synergies.

Table 3: Relevant initiatives that could potentially form synergies with CALLISTO.

Project	Short Description
OpertusMundi	A Single Digital Market for Industrial Geospatial Data Assets.
aqua3S	Enabling water facilities to easily integrate solutions regarding water safety through the combination of novel technologies in water safety and the standardisation of existing sensor technologies.
SnapEarth	Fostering Earth Observation market uptake thanks to natural and holistic access to added value data generated through cutting-edge Artificial Intelligence technologies.
ISOLA	Innovative & Integrated Security System on Board Covering the Life Cycle of a Passenger Ships Voyage.
7SHIELD	Safety and Security Standards of Space Systems, ground Segments and Satellite data assets, via prevention, detection, response and mitigation of physical and cyber threats.
e-shape	EuroGEO Showcases: Applications Powered by Europe.
ENVISION	Monitoring of Environmental Practices for Sustainable Agriculture Supported by Earth Observation.
MindSpaces	MindSpaces - Art-driven adaptive outdoors and indoors design.
MEDEA	Establishing and further developing a regional Network of practitioners and other security related actors in the Mediterranean and the Black Sea region.
V4Design	Visual and textual content re-purposing FOR(4) architecture, Design and video virtual reality games.

WATERHYPERNET	Provision of time series of hyperspectral water reflectance data from locations in oceanic, coastal and inland waters for the validation of satellite data at all wavelengths in the range 400-900nm.
HYPERNETS	A new hyperspectral radiometer integrated in automated networks of water and land bidirectional reflectance measurements for satellite validation
DeepCube	Explainable AI pipelines for big Copernicus data.
GEM	Global Earth Monitor project (GEM).
EXPLORE	Innovative Scientific Data Exploration and Exploitation Applications for Space Sciences.

More specifically, the following events, included in the CALLISTO proposal, will be organised when the project is mature to disseminate results:

-  Joint event between the consortia of CALLISTO and H2020-aqua3S
-  Cluster activities in the Augmented Reality (AR)/ Virtual Reality (VR) domains with ICT H2020-V4Design and H2020-Mindspaces
-  Evaluation of CALLISTO's impact on the scenarios of "Border management and surveillance" Thematic Community of Practitioners developed in MEDEA
-  Joint EO Big Data hackathon among the DT-SPACE-25-EO-2020 (Big data technologies and Artificial Intelligence for Copernicus) projects – at the time of writing including CALLISTO, DeepCube and GEM – in order to exchange knowledge and results

In addition, Table 4 provides an indicative list of the dissemination tools that will be taken into consideration to boost the networking activities with third parties and the general visibility of the CALLISTO project.

Table 4: Dissemination tools to be potentially used by CALLISTO.

Tool	Short Description
Open Research Europe (ORE) platform	The platform allows open access publication of original articles which will be peer reviewed
EU Innovation Radar platform	European Commission (EC) initiative to identify high potential innovations and innovators in EU-funded research & innovation projects
Horizon Results Platform	EC tool to showcase projects results, contributing to visibility
Horizon Results Booster	Tool providing specialised services for H2020 projects, fully supported by EC, to receive expert support to disseminate effectively and/or boost exploitation potential of the research results




3 Communication Plan

Communication is defined as the activities that include both project results and the project in general, in comparison to dissemination which only includes the former. Communication activities aim to present the project to a wider audience, including the media and general public, and encourage people's engagement to the project¹.

3.1 Communication Plan Objectives

The communication plan of CALLISTO aims at promoting project objectives, activities and findings in the EU and South Korea, by providing a clear overview on how all the communication activities address the relevant stakeholder groups. The plan will be considered successful only if all partners of the CALLISTO consortium are actively involved and contribute to the spread of the outreach of the project to the different target audiences.

In general, the communication plan of CALLISTO aims to:

-  Increase public awareness and secure maximum visibility of the project
-  Enhance engagement of the project with stakeholders, other projects and the general public
-  Support partners in all communication activities

In pursuance of developing a successful communication plan, the consortium of CALLISTO has decided to connect with each target group by following the appropriate type of communication as defined by the [PMBOK® Guide](#). In particular, these types of communication consist of the following:




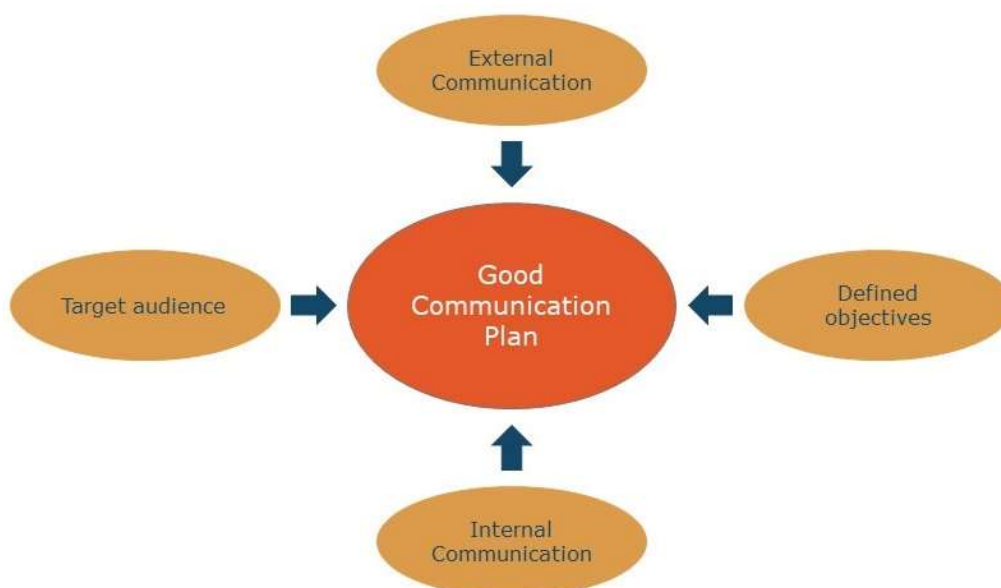
-  **Interactive Communication:** the communication where partners and participants exchange thoughts and ideas in real-time (e.g. participation in conferences/workshops)
-  **Push Communication:** the communication that constitutes of a sender (partner) and a receiver (stakeholders) and where no immediate response to the message being disseminated is required (e.g. CALLISTO newsletters)
-  **Pull Communication:** the communication where partners provide stakeholders with information about the project and the stakeholders need access recover them (e.g. CALLISTO website)







Figure 2: The components of a good communication plan.



3.2 Communication Tools and Activities

Communication activities will be implemented through a great variety of channels and tools, which will be selected according to the preferences and maximum expected impact of each target audience. In particular, the CALLISTO consortium will take into account people's knowledge of technological means and their technical skills, as well as their interests, i.e. younger audiences are more likely to be attached to their phones and use social media channels than older people³.

The main channels that will be used for the dissemination of the project are:

-  **Conferences, workshops and other events:** the partners plan to participate in several events, as well as organise a few (e.g. an EO Big Data Hackathon and four Info Days).
-  **Project website:** a project website was developed in the first three months of CALLISTO aiming to provide access to information relevant with CALLISTO. The website was designed by DRAXIS, who will be updating it twice a month in order to inform stakeholders about the progress of the project.
-  **Newsletter:** stakeholders can stay updated about the project results and relevant news by registering to CALLISTO's newsletter.
-  **Social media accounts:** the Twitter and LinkedIn platforms will play an essential role in the dissemination of CALLISTO and for this reason project accounts on both social media channels have already been created.
-  **Press kit:** a factsheet, a brochure and a poster were also prepared in the beginning of the project, including the main information of CALLISTO. The press kit will be distributed in printed forms in every given opportunity and will also be available on the website of the project.
-  **Publications:** several publications at peer reviewed papers will be produced throughout the lifespan of CALLISTO.

3.2.1 Visual Identity

The project identity aims to facilitate dissemination activities and ensure consistency in the communication of CALLISTO's concept, objectives and results. The logo, colour palette and social media banners were created in order to be distributed to and used by all partners throughout the lifespan of the project.

3.2.1.1 Colour Palette

According to the Institute for Color Research ([CCICOLOR](http://www.cccicolor.com)), colours increase brand recognition of a project by up to 80%. In addition, the average person makes a subconscious judgment about a product or person within 90 seconds based mainly on colour. For this reason, the CALLISTO consortium took into sincere consideration the colour identity of the project and decided that it would have 4 main colours; coral red, light brown, dark grey and dark blue. The colour palette was selected in order to catch people's attention and radiate optimism and trustworthiness. It will be used for all purposes relevant to the project, from dissemination material to project deliverables.

Figure 3: CALLISTO's colour palette.

Coral red #E45728 R: 228 G: 87 B:40 C: 0 M: 62 Y: 82 K: 11	Light brown #DC9B4B R: 220 G: 155 B: 75 C: 0 M: 30 Y: 66 K: 14
---	---

³ <https://www.pewresearch.org/internet/2018/03/01/social-media-use-in-2018/>

Dark grey #767171 R: 118 G: 113 B: 113 C: 0 M: 4 Y: 4 K: 54	Dark blue #144767 R: 20 G: 71 B: 103 C: 81 M: 31 Y: 0 K: 60
--	--

Other colours are also used in some occasions, such as the social media banners. These colours are displayed below and are meant to give vividness and brightness to the visual identity of the project.

Green #008A76 R: 0 G: 138 B:118 C: 100 M: 0 Y: 14 K: 46	White #144767 R: 255 G: 255 B: 255 C: 81 M: 31 Y: 0 K: 60
--	--

3.2.1.2 Logo

CALLISTO's logo is designed based on the colour palette presented in 4.2.1.1. It includes the title of the project as well as the services provided by CALLISTO. In particular, it illustrates the fact that data from various sources, such as satellites, will be interpreted using several technologies and will be provided to the stakeholders in modern interfaces. All in all, the logo accomplishes to successfully communicate CALLISTO's main concepts.

Figure 4: CALLISTO's logo



The logo will play an essential role on the visual identity of the project. It will be reflected in all external communication occasions as it is conceived as the main visual messenger of the project and aids recollection and recall. A transparent version of this logo was also designed.

The two versions of CALLISTO's logo were shared on a shared folder of the consortium on DokuWiki in order for every member to have access to them. Partners should determine when it is appropriate to use each logo, but they should always ensure that they use the right size and resolution for their promotional activities. In addition, the logo should never be altered in any way or rotated.

Moreover, since CALLISTO has received funding from the Horizon 2020 programme, it is imperative that each material used in the dissemination process includes a copy of the EU emblem and a text with the following statement: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004152". The emblem can be found on the EU website: https://ec.europa.eu/regional_policy/en/information/logos/.

Figure 5: The EU emblem.



3.2.1.3 Project Banner

In the first project month, a banner was created in order to be used on CALLISTO's social media accounts (i.e. Twitter, LinkedIn) to catch the attention of stakeholders and other people who may happen to stumble upon the project. The banner is compliant to the visual identity of the project and aims to represent the key technologies used in CALLISTO.

The main objective of the banner is to become the first point someone notices when they enter CALLISTO's social media accounts. Therefore, it is essential for the banner to capture the visitor's interest in mere seconds and encourage them to stay on the pages for further browsing. Therefore, the banner needs to be characterised by its uniqueness and appeal to viewers. It is designed according to CALLISTO's colour palette which radiates vividness and trustworthiness, and displays the main concept of the project. In particular, the social media banner is similar to the logo of the project as it describes that data from sources, such as satellites, will be interpreted with the help of several technologies and will be provided to stakeholders in modern interfaces.





Figure 6: CALLISTO's Social Media banner.




3.2.2 Project Templates

A set of templates has been designed aiming to ensure the consistency of the project visual identity throughout its lifespan. These templates were shared among all partners through e-mail communication and via the CALLISTO's shared folder on [DokuWiki](#).

This set of templates includes:

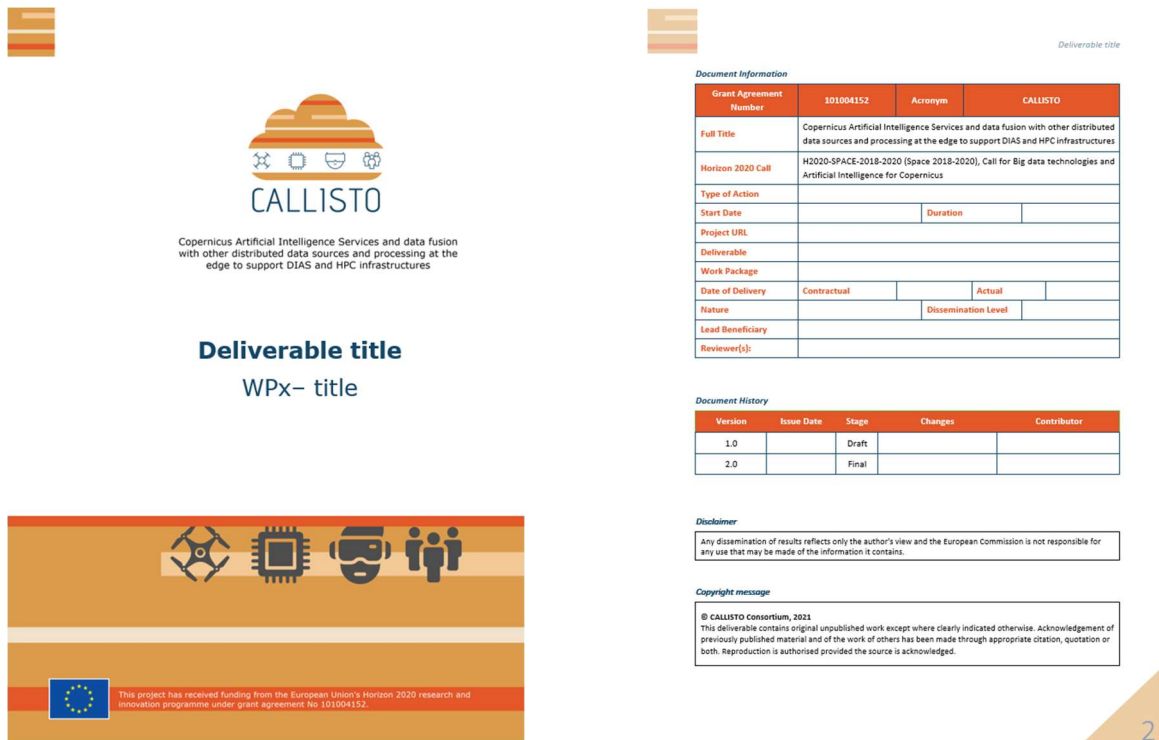
-  A template for project deliverables
-  A template for project PowerPoint presentations
-  A template for press releases
-  A template for dissemination activities reporting

 A template for blog posts.

Template for deliverables

The template used for deliverables consists of a front page, which includes the full title of the project and the titles of the deliverable and the WP this deliverable belongs to. The template also provides the CALLISTO logo and the icons displaying the main concept of the project. In addition, the EU emblem is presented, followed by the statement “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101004152”. The second page displays main document information, the documented history of the deliverable, as well as copyright disclaimers.

Figure 7: Front pages of the deliverable template.



A table of contents and figures, as well as a table describing all document acronyms are also available.

Figure 8: Tables of contents, figures, acronyms on the deliverable template.

Deliverable title

Contents

1 Executive summary 4

2 Introduction 5

 2.1 Heading 2 5

 2.1.1 Heading 3 5

3 References 7

Figures

Figure 1: title 6

Tables

Table 1: title 4

Acronyms

Acronym	Full name
WP	Work package
D	Deliverable



Moreover, the template includes the guidelines that are meant to be followed when providing references. In particular, there are specific instructions regarding how to cite references from books, chapters in edited books, print journal articles, journal articles found on a database or on the Website, print newspaper articles, websites and eBooks or PDFs. Finally, every deliverable template ends with a back page displaying the project logo, as well as the EU emblem and the text stating the source of its funding.

Figure 9: Back pages of the deliverable template.

Deliverable title

3 References

- // Reference for Books*
Last name, First initial. and Last name, First initial. (Year published). Title. City: Publisher, Page(s).
- // Reference for Chapters in Edited Books*
Last name, First initial. (Year published). Chapter title. In: First initial. Last name, ed., Book Title, 1st ed. City: Publisher, Page(s).
- // Reference for Print Journal Articles*
Last name, First initial. (Year published). Article title. Journal, Volume (Issue), Page(s).
- // Reference for Journal Articles Found on a Database or on a Website*
Last name, First initial. (Year published). Article Title. Journal, [online] Volume(issue), pages. Available at: URL [Accessed Day Mo. Year].
- // Reference for Print Newspaper Articles*
Last name, First initial. (Year published). Article title. Newspaper, Page(s).
- // References for Websites*
Website name, (Year published). Page title. [online] Available at: URL [Accessed Day Mo. Year].
- // References for eBooks and PDFs*
Last name, First initial. (Year published). Title. Edition. [format] City: Publisher, page(s). Available at: URL [Accessed Day Mo. Year].

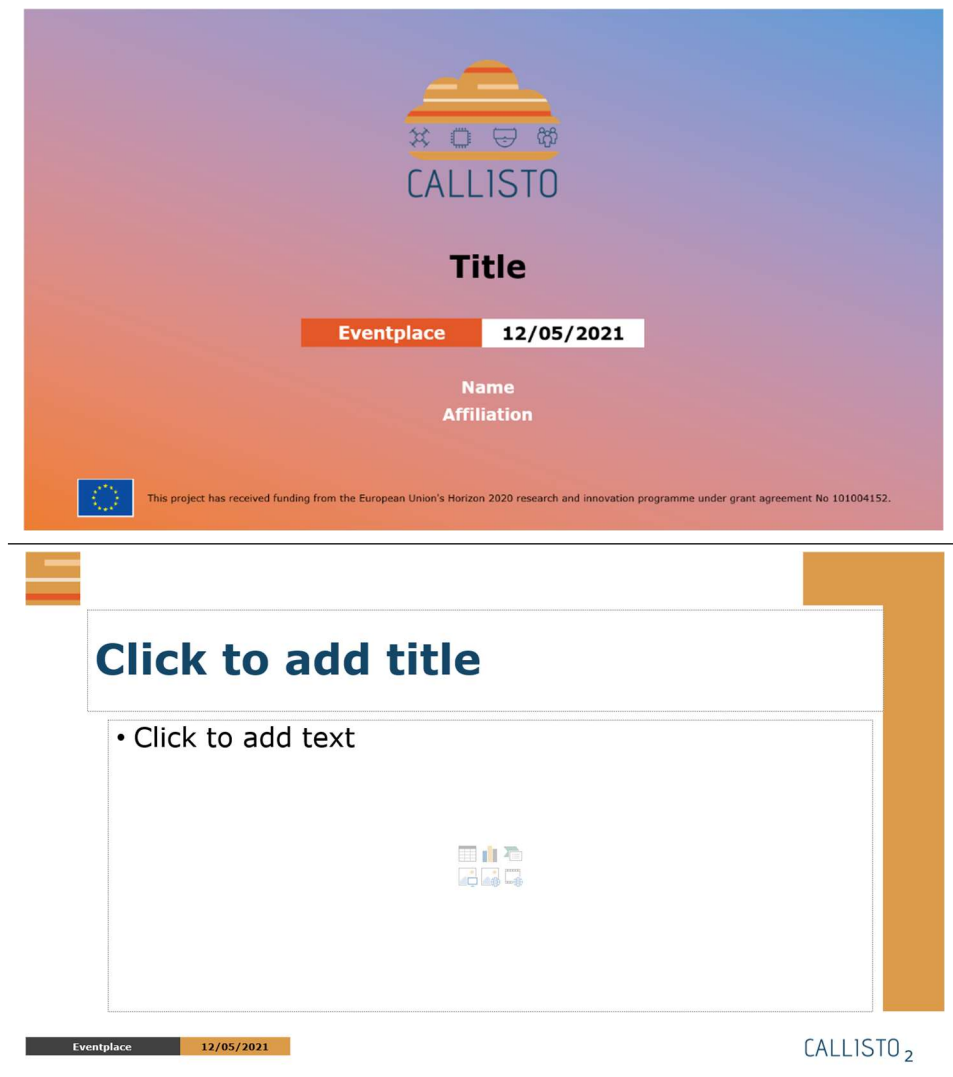
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004152.

7

Template for PowerPoint presentations

A template for PowerPoint presentations was designed by DRAXIS following the CALLISTO’s visual identity guidelines. It was distributed to all partners and was already used in the kick-off meeting, when each member of the consortium presented their duties and responsibilities for the project. This PowerPoint template will be used for any internal and external communication and may be improved by DRAXIS throughout the project and distributed to partners.

Figure 10: Template for PowerPoint presentations.





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101004152.

Dissemination activities reporting template

The dissemination activities reporting template was prepared in order to be used for internal reporting when partners have conducted or participated in any kind of event. It includes the title of the event, the date and location it took place, and its URL if there is any. Partners are asked to provide a short description of the event, a summary of the key points discussed, as well as the follow-up activities that were planned in its duration.

All partners have been asked to use this template to report any event they may have taken part in or organised (e.g. workshop, conference) after its completion. DRAXIS, CALLISTO's dissemination leader, will remind partners to prepare these dissemination reports and send them to DRAXIS, so that all members of the consortium can stay up-to-date with other partners' activities and the overall dissemination process of CALLISTO.

Figure 11: Template for event reports.

Event Report

[Title of Event]

[Date], [Location]
[URL if any]

Description of the event
[Provide a short description of the event (goals, types of participants, content, agenda & photos if any, main achievements)]

Summary of key points
[Describe the level of your participation in the event (e.g. oral presentation, networking, direct contacts, etc.). Please provide concrete lessons learned and key takeaways relevant for the project/consortium in terms of content, sustainability and impact as well as newly established contacts.]

Follow-up activities
[Provide a short plan for next steps so that you exploit the contacts made during the event.]

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 101004152

1

Press release template

A special template was designed for the dissemination of CALLISTO related content to the media.

Figure 12: Template for press releases.

PRESS RELEASE

Title

FOR IMMEDIATE RELEASE
[Location], [Country], [Day] [Month] [Year]

[text]

Contact
Guido Vingione, Project coordinator, SERCO Italia SpA, T: +39 06 98350815 | E: Guido.vingione@serco.com
Panagiotis Syropoulos, Dissemination leader, DRAXIS Environmental S.A., T.: +30 2310274566 | E.: syropoulos.p@draxis.gr

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101004152

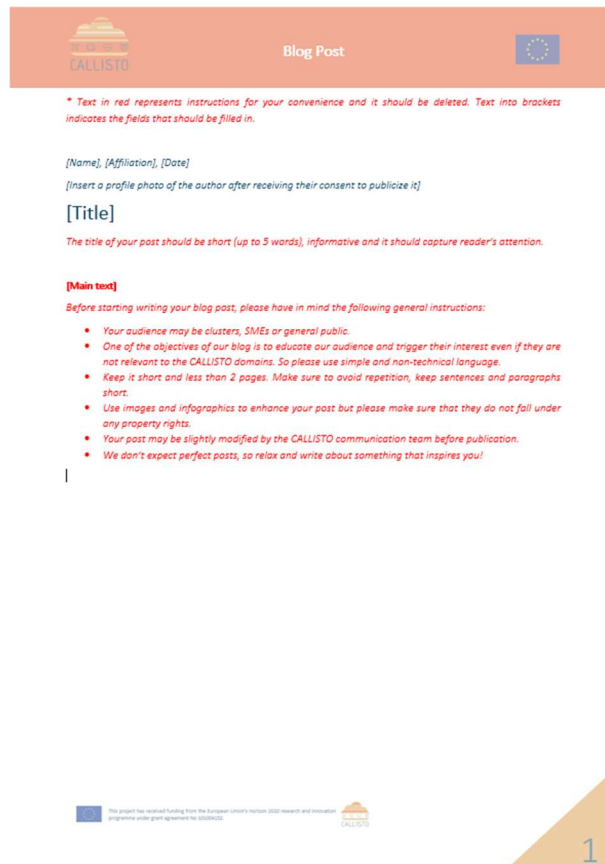
1

Template for blog posts

On the website of CALLISTO, the partners decided to add a special session dedicated to a blog so that they “educate” the visitors on topics relevant to the project (e.g. EO, AI). Blog posts constitute informative articles written in simple language and aiming to provide new interesting content to the website. CALLISTO’s blog will be fed with posts prepared by partners as well as external experts. A different partner will be responsible to prepare a new post each month allowing visitors to have access to a wider range of topics thanks to the partners’ different expertise.

DRAXIS has prepared a special template for blog posts, which will be used by any partner who will provide content for the blog on CALLISTO’s website.



Figure 13: Template for blog posts.



3.2.3 Website

CALLISTO’s website constitutes one of the main communication channels, since it allows stakeholders to stay up-to-date with the development and results of the project. Its content includes information about the objectives, the main technologies used and the pilot use cases of CALLISTO. Moreover, visitors have access to the main public deliverables and documents, and other dissemination material, such as brochures, newsletters and posters. In addition, the website provides relevant content, e.g. news and events, in an effort to encourage stakeholder engagement.

In more detail, the CALLISTO website will consist of the following indicative pages:

-  Home
-  About
- Project

- Results
- Scientific publications
- Events
-  Pilots
 - CAP monitoring
 - Water quality assessment
 - Satellite journalism
 - Land border change detection
-  Consortium
-  Relevant initiatives
-  Blog
-  Contact us

A more detailed description of the objectives and content of CALLISTO's website will be provided in deliverable "D9.2 CALLISTO web presence".

3.2.4 Social Media Presence

Social Media will play a key role in the dissemination process of CALLISTO. From the first month of the project, a Twitter and a LinkedIn account were created and shared to the public in an effort to raise awareness, increase visibility and interaction with contacts and receive useful inputs from stakeholders.

In addition, a social media strategy was developed in order to maximise impact deriving from the project. The CALLISTO social media accounts will be updated weekly by DRAXIS, but new posts may be added more regularly depending on partners' judgement. These posts will include content regarding innovations on the field of Copernicus and DIAS, EO, AI, etc., information about events the partners may organise or participate in, relevant initiatives, etc. Even though DRAXIS is the administrator of these social accounts, all partners are encouraged to share with DRAXIS interesting content to be published. The main goal of these posts will be to gain attention from key stakeholders, as well as to extend the outreach of the project to additional potential stakeholders.

Moreover, DRAXIS will be using relevant hashtags in every post, which will contribute in reaching specific target groups and identifying key concepts. The following table presents the main hashtags to be used and the relevant justification.

Table 5: Main hashtags to be used in social media posts.

Hashtag	Justification
#H2020	For people interested in searching projects funded by the European Union's Horizon 2020 Research and Innovation Programme.
#ArtificialIntelligence & #AI	For people interested in searching for posts relevant to Artificial Intelligence.
#EarthObservation & #EO	For people interested in searching for posts relevant to Earth Observation.
#Copernicus	For people interested in searching for posts relevant to news about Copernicus.
#CommonAgriculturalPolicy & #CAP	For people interested in searching for posts relevant to agricultural policy, which constitutes one of the sectors where CALLISTO will be pilot-tested.

#WaterQuality	For people interested in searching for posts relevant to water quality, which constitutes one of the sectors where CALLISTO will be pilot-tested.
#BorderSurveillance	For people interested in searching for posts relevant to border security and surveillance, which constitutes one of the sectors where CALLISTO will be pilot-tested.
#Journalism	For people interested in searching for posts relevant to environmental journalism, which constitutes one of the sectors where CALLISTO will be pilot-tested.

It should also be pointed out that the social media accounts of the project will follow relevant initiatives and accounts that may act as ambassadors of CALLISTO in social media and consequently contribute to its dissemination.

Twitter account: @CALLISTO_H2020

Twitter account URL page: https://twitter.com/CALLISTO_H2020

LinkedIn URL page: <https://www.linkedin.com/company/callisto-h2020>

Figure 14: CALLISTO’s social media accounts on Twitter and LinkedIn, respectively.





CALLISTO H2020

Bridging the gap between Copernicus data providers and end users through Artificial Intelligence solutions

Information Technology & Services · 129 followers

[Visit website](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#)

About

CALLISTO is a project funded by the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 101004152. It aims to bridge the gap between the Data and Information Access Services (DIAS) providers and application end users through dedicated Artificial Intelligence (AI) solutions. It provides an in... see more

[See all details](#)

The first ever posts made in the CALLISTO social media accounts aimed to announce the successful launch of the project and were published just after the kick-off meeting.

Figure 15: First posts of CALLISTO.

CALLISTO
@CALLISTO_H2020

We are excited to launch the #h2020 funded project, @CALLISTO_H2020! For the following 3 years, it will enable the access and use of the @CopernicusEU #DIAS platforms, by harnessing the benefits of #AI techniques on satellite data and data from #sensors, #UAV, & #crowdsourcing.

4:38 PM · Jan 29, 2021 · Twitter Web App

[View Tweet activity](#)

8 Retweets 5 Quote Tweets 20 Likes

CALLISTO H2020
119 followers
3w ·

We are excited to launch the #h2020 funded project. CALLISTO H2020! For the following 3 years, it will enable the access and use of the #Copernicus #DIAS platforms, by harnessing the benefits of #artificialintelligence techniques on satellite data and data from #sensors, #UAV, & #crowdsourcing.

Follow us for more!

The partners:
Serco, Information Technologies Institute (ITI), Fraunhofer IAIS, CS GROUP, Barcelona Supercomputing Center, InfAI - Institute for Applied Informatics, ACELIGENCE LTD, BEYOND CENTRE OF EO RESEARCH, DW Innovation, De Watergroep, Royal Belgian Institute of Natural Sciences (RBINS), Società Metropolitana Acque Torino S.p.A. (SMAT), Nurogames GmbH, SatCen, DRAXIS Environmental S.A., Korea University Environmental GIS/RS Center (KU)

#AI #EO #earthobservation #ondadias
#machinelearning #BigData #Geoinformation #VirtualReality #AugmentedReality
#MixedReality #edgeprocessing #DeepLearning #semanticindexing
#VisualAnalytics

3.2.5 E-mail

The consortium of CALLISTO created the e-mail info@callisto-h2020.eu which stakeholders will be able to address for any issue relevant to the project. This account will be included in all used dissemination material and tools, such as the website and press kit. DRAXIS will be the recipient of all the e-mails sent and will make certain to respond to them as quickly as possible and forward any enquiries, comments and information to project partners if deemed necessary.

3.2.6 Events

Participation and organisation of several events are foreseen throughout the lifespan of the project in order to boost visibility of both consortium and project results. By attending conferences, workshops and other events, the consortium partners will disseminate information regarding CALLISTO through presentations and at the same time will acquire knowledge about current technology trends. Furthermore, by participating in a wide variety of events, partners will have networking opportunities with researchers and stakeholders, and will also stay up-to-date with the advances in the domain of the project.

It is foreseen for CALLISTO to participate in Copernicus Market initiatives (e.g. Hackathons) and other relevant conferences, workshops, etc. In addition, the consortium will organise an EO Big Data Hackathon, aiming to share experiences and lessons learned with other projects and external end-users and stakeholders, as well as to disseminate project results and success stories to the target audience. Four Info Days will also be organised by partners who lead the pilots of the project with the scope to make pilot users aware about the objectives and activities of the pilots, and train them on using the CALLISTO platform and the developed AI technologies.

Table 6 displays some conferences which will take place in 2021 and where the CALLISTO consortium may disseminate the project.

Table 6: List of 2021 conferences the consortium may participate in.

Conferences	Date and Location
Big Data from Space (BIDS) 2021	18-20 May, online
ICHA 2021	10-11 June, online & 08-09 July, online
SIGIR 2021	11-15 July, online
IEEE IGARSS 2021	12-16 July, Brussels (Belgium) & online
International Conference on Semantic Systems (SEMANTICS) 2021	6-9 September, Amsterdam (The Netherlands)
ACM Multimedia 2021	20-24 October, Chengdu (China)
ISWC 2021	24-28 October, online

3.2.7 Publications

Several publications will be produced by partners in order to disseminate research findings resulting from the project. These publications will constitute of papers to relevant peer-reviewed journals and will be carried out during the whole lifespan of CALLISTO. The initial plan foresees the publication of at least 7 peer-reviewed

papers, 2 per year in the first two years and 3 in the last one, since the project will have more results to demonstrate.

Table 7 presents some journals where partners can publish their scientific papers in order to further disseminate the project.

Table 7: List of potential journals where results and findings of CALLISTO can be disseminated in.

Journals	Short description
Remote Sensing	A peer-reviewed and open access journal about the science and application of remote sensing technology.
ISPRS International Journal of Geo-Information	An international peer-reviewed and open access journal about geo-information.
IEEE Journals	Journals provided by the IEEE (Institute of Electrical and Electronics Engineers) and its publishing partners. CALLISTO could prepare publications for journals relevant with topics in Applied Earth Observations and Remote Sensing, Geoscience.
Expert Systems with Applications (Elsevier)	An international journal which focuses on exchanging information relevant to expert and intelligent systems applied in industry, government, and universities worldwide.
Data Mining and Knowledge Discovery (Springer)	A journal which publishes original technical papers relevant to data mining.
Knowledge and Information Systems, Pattern Recognition (Elsevier)	A journal which publishes papers relevant to machine learning, biometrics, bioinformatics, multimedia data analysis and data science.
ACM Transactions on Information Systems	A journal which publishes papers on information retrieval, such as search engines and recommender systems.
Big Data Research (Elsevier)	A journal which aims to promote and communicate advances in big data research.
Journal of web semantics (Elsevier)	An interdisciplinary journal which publishes papers relevant to knowledge technologies, databases, the semantic grid, etc.
International Journal on Semantic Web and Information Systems	A journal which publishes papers on the topic of technology of the semantic Web in the context of information systems.

3.2.8 Press Kit

A press kit has been developed and distributed to all partners by DRAXIS with the aim to use it through a variety of mass media channels. It includes information about the project through a factsheet, a brochure and a poster. CALLISTO partners decided to prepare different types of promotional material aiming to reach all target audiences. The press kit will be distributed to stakeholders in digital form, as well as in printed copies. The partners will certainly make an effort to reduce the environmental impact of the project and for this reason printed copies will be limited.

In the current conditions COVID-19 conditions, the press kit will be distributed to stakeholders mainly through digital channels such as CALLISTO’s website, at least in the early stages of the project. Printed copies will be distributed in external events, when health conditions permit it.

3.2.8.1 Factsheet

Factsheets are one-page documents which can communicate the main information of a project in a quickly and efficient way⁴. From the early stages of the project, a factsheet was created in order to provide essential information about CALLISTO such as the project objectives, the technologies used, the pilot use cases and the members of the consortium. This dissemination material targets anyone who wishes to get informed about the project, since it is written in clear and simple language and does not include difficult-to-understand technical content. Printed copies of the CALLISTO factsheet will be distributed only in external events, in order to reduce the environmental footprint.

Figure 16: CALLISTO's factsheet.



3.2.8.2 Brochure

In the context of CALLISTO, a simple and catchy bi-fold brochure was prepared from the beginning of the project. The brochure is folded in half and aims to make it easy for the reader to scan through the information

⁴ Cubon-Bell, V. (2019). Teaching – Fact Sheets. Kent State University Center for Teaching and Learning. Available at: <https://www.kent.edu/ctl/fact-sheets> [Accessed: 04.03.21]

of the project. In particular, it includes brief information about the scope of the project, as well as the sectors where the outcomes will be pilot-tested. The brochure aims at attracting people’s attention, encouraging them to visit CALLISTO’s website and social media accounts and to overall stay up-to-date with the innovations CALLISTO is offering. Similar with the factsheet, the brochure of the project targets any stakeholder as it is easy to understand and provide CALLISTO at a glance.

In addition, since one of the main objectives of the dissemination process of CALLISTO is to keep the ecological impact at the lowest level possible, the brochure will be printed and distributed only for promotional purposes in external events (e.g. conferences, meetings, etc.).

Figure 17: CALLISTO's brochure.



WHAT IS CALLISTO?

CALLISTO is an EU-funded project that started in January 2021 and will last for 3 years, and has the ambition to bridge the gap between Copernicus Data and Information Access Services (DIAS) providers and application end users through dedicated Artificial Intelligence (AI) solutions. CALLISTO will provide an interoperable Big Data platform integrating Earth Observation (EO) data with crowdsourced and geo-referenced data and observations from Unmanned Aerial Vehicles.

CALLISTO combines Earth Observation data from ONDA DIAS (Data and Information Access Services) with data from heterogeneous distributed sources (including crowdsourced data, videos from Unmanned Aerial Vehicles and data from in-situ sensors) through machine learning and data fusion technologies; the outcomes are semantically-enriched and served to the public in interactive interfaces, mobile and Mixed Reality apps, creating a novel and innovative immersive environment for the Copernicus market.

Virtual monitoring of the implementation of the Common Agricultural Policy (CAP) obligations.

Virtual presence in water resources for water quality assessment using EO and in-situ data.

Expanding the use of satellite imagery and data from sensors for journalistic research and verification.

Improving the existing approaches and increasing the value of the current Border Surveillance Services.

PILOT IMPLEMENTATIONS

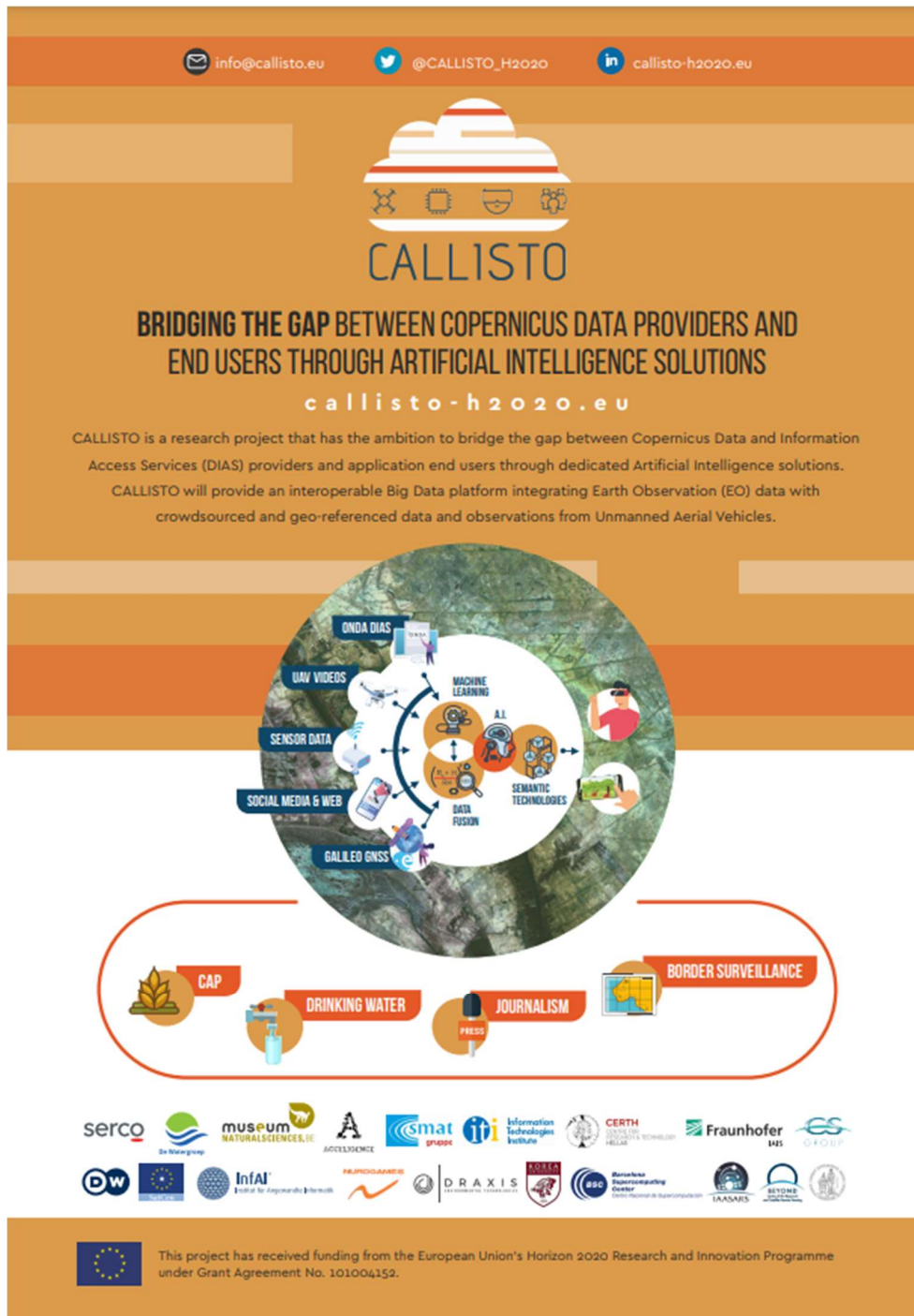
3.2.8.3 Poster

A poster constitutes a single piece of paper aiming to catch the attention of the general public and provide information and spread awareness about a project⁵. Posters can be used on different occasions for different purposes. For example, they can be advertising posters aiming to promote the project and draw the general public's attention, or they can be informative and used to educate and influence individuals about the project. The latter ones mainly target stakeholders who could benefit from the results and findings of this project.

The first poster of CALLISTO falls into the category of the advertising posters and includes essential information about CALLISTO, such as the title, a short summary and the sectors where the proposed solution of the project will be pilot-tested. In addition, the partner's logos and the EU emblem are also displayed. The poster can be used in any event the consortium organises or takes part in with the aim to successfully advertise the project by bringing attention to it. There is also the possibility that the partners will participate in events where specific posters may need to be prepared and DRAXIS can support them in their preparation.

⁵ <https://ecampusontario.pressbooks.pub/writingcorrections/chapter/chapter-4-brochures-newsletters-and-posters/>

Figure 18: CALLISTO's poster.



3.2.8.4 Press Release

To maximise the project’s dissemination on the media, the consortium will prepare press releases to promote intermediate results and important milestones of CALLISTO. The initial plan is for the preparation of at least two press releases, one at the start and one at the end of the project. They will be disseminated by each partner through their networks and will be available on the project website.

The first press release addressed the main information of the project, e.g. goals, partners, etc., and was prepared by DRAXIS and distributed to all partners. It was translated to their local languages and distributed to various media. The partners kept record on where the press releases were distributed to and they identified which media sites published them and contributed in the dissemination of the project.

The aforementioned press release can be found on the Annexes' section of this document.

3.2.8.5 Newsletter

Newsletters constitute an extremely efficient tool used to encourage stakeholders' engagement by distributing information about the findings of the project, relevant events, publications, etc. Therefore, there will be a special registration form on the project website, where interested visitors can sign up to receive CALLISTO's newsletters whenever news are available in the project. At least 5 newsletters are planned throughout the project, depending on the project milestones and the available content.

3.3 Consortium's Interaction

Successful communication inside the consortium is essential in order to achieve the efficient and smooth implementation of the whole project, as well as to ensure the maximum visibility and dissemination of its results. All partners should communicate regularly with DRAXIS, the dissemination leaders, in order to keep them up-to-date with CALLISTO's project and results. On the other hand, DRAXIS will also keep in contact with the rest of the consortium to inform them about the preparation of new dissemination material and activities the partners can conduct in the framework of the project.

To guarantee the successful internal communication, a shared page on [DokuWiki](#) was created by the coordinator and will be used, among others, as a common platform for internal exchange of dissemination material, such brochures, posters and factsheets.

In addition, DRAXIS will monitor the whole dissemination progress by scheduling regulars calls in order for each partner to present their progress in the implementation of the project and stay up-to-date with other partners' progresses. It is important for every member of the consortium to remember that successful dissemination requires the collaboration and involvement of all members of the consortium.

To facilitate the process of communication between the consortium, DRAXIS prepared the dissemination activities reporting template which was presented above and which will be used after any event or meeting the partners attend. The filled reports will be uploaded on the shared page on DokuWiki, so that every member of the consortium has access to it.

4 Dissemination and Communication Time Plan

An initial time-plan regarding all dissemination and communication activities has been constructed by DRAXIS, aiming to facilitate partners organise their dissemination related tasks in advance and thus to ensure they are achieved successfully. Figure 19 constitutes only the time plan for the CALLISTO activities of 2021, since due to the current conditions of the COVID-19 pandemic, it is hard to plan the activities that are meant to take place in the next two years of the project.

Figure 19: Time plan of dissemination and communication activities.

Task name	2021												2022												2023											
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website																																				
Social Media																																				
Blogs																																				
Press releases		Everytime there is something important to communicate											Everytime there is something important to communicate												Everytime there is something important to communicate											
Newletters		1 project newsletter											2 project newsletter												2 project newsletter											
Press kits		to be distributed in person, especially during events																																		
Peer-Review Papers		2 peer-reviewed papers											2 peer reviewed papers												2 peer reviewed papers											
Events		participation and organisation of events throughout the lifespan of CALLISTO																																		
Synergies with other projects		effort to make synergies with other projects in every possible occasion																																		

5 Monitoring and Evaluation of the Dissemination and Communication Activities

The impact of the project will be evaluated using key performance indicators (KPIs) for each dissemination and communication activity. A wide variety of indicators has been deemed by the consortium as appropriate to assess the impact of dissemination and communication. These include:






-  Visits/views on the project website with tools such as Google Analytics
-  Downloads of documents publicly available online
-  Social media outreach; no. of followers (Twitter)/ connections (LinkedIn)
-  Impact factor/acceptance for scientific publications, academic citations, views in platforms such as ResearchGate
-  No. of participants/ attendants in workshops and consultations groups through CALLISTO presentations and/or demonstrations

Table 8 displays some of these indicators as planned from the beginning of CALLISTO.

Table 8: Dissemination and communication impact indicators.

Tool	Metric	Target
CALLISTO website	Site visits per week, downloads per week, website audience	Measurement: Google Analytics; 25% visit increase every year, Total visits: 10000
Final Stakeholder Forum	Participants (by target group)	Target: 1 conference
Workshops	No. of workshops, no. of participants/workshop (by target group)	Target: 4 workshops
Consultations	no. of consultations, no. of participants	Target #1: 2 consultations Target #2: at least 5 participants from national authorities and 5 from platform providers
Hackathons	No. of hackathons, no. of participants	Target #1: 1 hackathon Target #2: at least 50 participants
Social Media	No. of views (Facebook, LinkedIn), no. of tags and followers (Twitter), no. of comments, likes, favourites and retweets	Target #1: 2 groups and 2 discussion forums (on Facebook, Twitter and LinkedIn) Target #2: at least 1 post per month across all social media platforms
Publications	No. of publications in journals, no. of publications in industry-led magazines and websites	Target: at least 15 scientific or academic articles; at least 5 open access publications
Newsletters	Frequency; no. of readers	Target: Annually created; 100 readers

The consortium of the project will evaluate the impact of each dissemination and communication tool by using the dissemination activities reporting template prepared by the dissemination leader. DRAXIS will ask all the partners to provide every three months of the project a report regarding all of the activities they have conducted and aim at promoting CALLISTO to stakeholders and the general public.

6 Conclusion

This document provides detailed information about the initial dissemination and communication plan developed within the frame of CALLISTO. It presents the target audience and stakeholders of the project, as well as the channels which will be used in order to successfully promote CALLISTO's results. The dissemination and communication activities planned for the first months of CALLISTO are also extensively mentioned. Furthermore, the difficulties on the dissemination process which derive from the COVID-19 pandemic are presented in the current document.

The current plan is considered as a starting point, and will most certainly evolve during the lifespan of the project in reflection to the developments on the different pilot use cases and WPs.

7 Annexes

Figure 20: CALLISTO's first press release.





PRESS RELEASE



Project Partners

- [Serco Italia S.p.A. \(SERCO\)](#), Italy
- [Ethniko Kentro Erevnas kai Technologikis Anaptyxis \(CERTH\)](#), Greece
- [Fraunhofer Gesellschaft zur Förderung der angewandten Forschung e.V. \(Fraunhofer\)](#), Germany
- [CS GROUP \(CS\)](#), France
- [Barcelona Supercomputing Center - Centro Nacional de Supercomputacion \(BSC\)](#), Spain
- [Institut für Angewandte Informatik \(InfAI\) e.V.](#), Germany
- [ACCELIGENCE LTD \(ACCELI\)](#), Cyprus
- [Ethniko Asteroskopeio Athinon \(NOA\)](#), Greece
- [Deutsche Welle \(DW\)](#), Germany
- [De Watergroep](#), Belgium
- [Institut royal des Sciences naturelles de Belgique \(RBINS\)](#), Belgium
- [Società Metropolitana Acque Torino S.p.A \(SMAT S.p.A\)](#), Italy
- [Nurogames GmbH \(NURO\)](#), Germany
- [European Union Satellite Centre \(SATCHEN\)](#), Spain
- [DRAXIS Environmental S.A. \(DRAXIS\)](#), Greece
- [Korea University \(KU\)](#), South Korea

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