EMBED2SCALE

Earth Observation & Weather Data Federation with AI Embeddings

D5.1:

DISSEMINATION & COMMUNICATION STRATEGY & PLAN

D5.1: Dissemination & Communication Strategy & Plan

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Abstract	This deliverable defines and describes the dissemination and communication strategy and set of activities that will be pursued by the Embed2Scale partners to guarantee broad and effective visibility, promotion and up-take of the project's work and outcomes.
Keywords	Dissemination, communication, events, impact creation, stakeholder's engagement

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DISCLAIMER

Funded by the European Union (Embed2Scale, 101131841). Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them. This work has received funding from the Swiss State Secretariat for Education, Research and Innovation (SERI).

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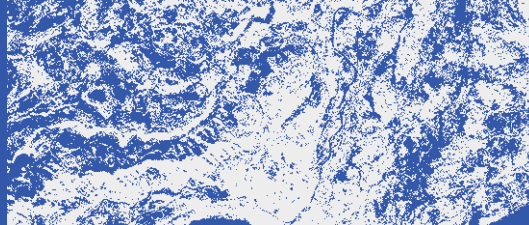**State Secretariat for Education,
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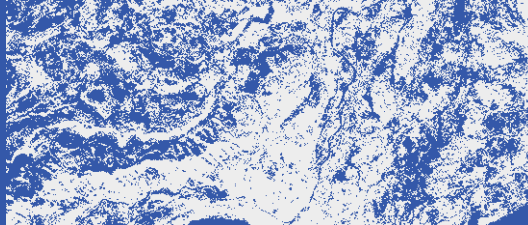| Project funded by the European Commission in the Horizon Europe Programme		
Nature of the deliverable:	R	
Dissemination Level		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

* R: Document, report (excluding the periodic and final reports)
DEM: Demonstrator, pilot, prototype, plan designs
DEC: Websites, patents filing, press & media actions, videos, etc.
DATA: Data sets, microdata, etc.
DMP: Data management plan
ETHICS: Deliverables related to ethics issues.
SECURITY: Deliverables related to security issues
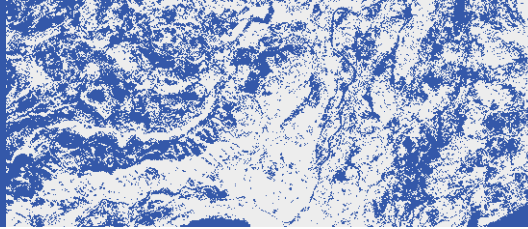*OTHER: Software, technical diagram, algorithms, models, etc.*

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EXECUTIVE SUMMARY

The Embed2Scale project, a strategic initiative under the European Commission's Horizon Europe programme, is designed to revolutionise the accessibility, efficiency, and scalability of Earth Observation (EO) data through the development and deployment of advanced AI compressors. This project is particularly focused on leveraging High-Performance Computing (HPC) systems to distil valuable data embeddings from vast quantities of raw geospatial data, facilitating decentralised consumption across various domains including environmental monitoring, maritime awareness, climate prediction, and agriculture.
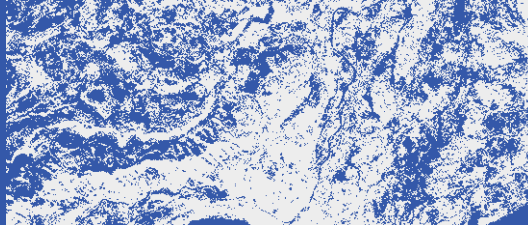
Work Package 5 (WP5) of Embed2Scale, dedicated to "Dissemination, Communication, and Engagement," encompasses several critical tasks aimed at effectively disseminating project outcomes and engaging with the broader community. These tasks include the strategic development and maintenance of the project's web presence, the implementation of diverse online and offline communication tools and the execution of comprehensive dissemination and engagement activities.

This document serves as Deliverable D5.1, the interim Dissemination and Communication Strategy and Plan, due at M04 of the project. It outlines the foundational strategies for promoting the project's innovative approaches and its potential impact on the utilisation of EO data. Key components of this strategy include the development of the project's website as a central hub for information, the utilisation of social media platforms to enhance engagement, and the coordination of dissemination efforts with relevant European and global initiatives.

The objectives of WP5 are to elevate the visibility of Embed2Scale, to foster community building among stakeholders, and to ensure the impactful dissemination of research outcomes and technological innovations. The project website, designed to be user-friendly and comprehensive, will serve as the primary portal for accessing detailed information about Embed2Scale. It will feature:

- Overview and objectives of the Embed2Scale project.

- Updates and news related to project milestones and achievements.

- Access to publications, white papers, and other resources generated by the project.

- Information on upcoming workshops, conferences, and events.

- Platforms for community interaction and collaboration among project stakeholders.

In aiming to establish Embed2Scale as a pivotal project within the EU's Copernicus programme, this strategy emphasises creating synergies with related projects and leveraging existing networks and platforms to maximise reach and impact. The ongoing development and refinement of this strategy will be informed by continuous engagement with the project consortium, stakeholders, and the community at large.

LIST OF FIGURES

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ABBREVIATIONS

AI	Artificial Intelligence
EC	European Commission
EO	Earth Observation
ETSI	European Telecommunications Standards Institute
HE	European Telecommunications Standards Institute
HPC	High Performance Computing
IEEE	Institute of Electrical and Electronics Engineers
ISO	International Organization for Standardization
M	Month
OA	Open Access
OGC	Open Geospatial Consortium
O-RAN	Open Radio Access Network
TBD	To be decided
WP	Work Package
3GPP	3rd Generation Partnership Project

1   INTRODUCTION

1.1 PURPOSE OF THE DOCUMENT

This document, developed within WP5 (Communication, Dissemination and Exploitation) of the Embed2Scale project, delineates the communication, dissemination, and engagement strategy for the project. It outlines the comprehensive activities that are being pursued to ensure the project's visibility, promotion, and adoption of its results. This plan establishes a structured approach to various outreach activities that will be executed throughout the project's duration by consortium partners, aimed at achieving the following objectives:

- **Visibility and Awareness**: Enhance the visibility of the project and raise awareness of its innovations and results.

- **Stakeholder Engagement**: Reach, stimulate, and engage a broad spectrum of stakeholders including industry partners, academic communities, and public agencies.
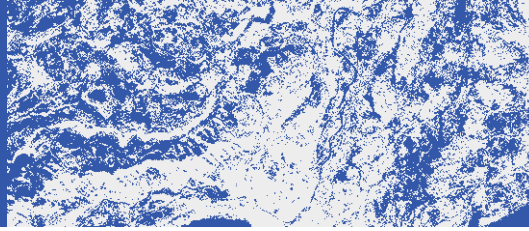
- **Adoption of Technologies**: Facilitate the large-scale adoption of developed AI-compressor technologies and methodologies.

- **Scientific and Technical Contribution**: Foster significant contributions to the relevant scientific domains and standardisation bodies.

- **Collaboration and Liaisons**: Establish and maintain close collaborations with related initiatives and projects within the European Union's Horizon Europe framework.

- **Training and Demonstrations**: Organise and promote special training sessions and demonstration events to showcase the project's capabilities and technologies.

1.2 STRUCTURE OF THE DOCUMENT

The structure of this deliverable is organised as follows:

1. Section 1 introduces the Embed2Scale project, highlighting its vision, mission, and the technological backdrop in which the project is situated.

2. Section 2 details the project's dissemination and promotion strategy, including the objectives and target audiences, alongside outlining the communication plans of individual partners.

3. Section 3 elaborates on the strategic approach to communication, dissemination and community-building, describing the various tools and activities planned in detail.

4. Section 4 is devoted to fostering liaisons and collaborative efforts with other relevant initiatives and projects.

5. Section 5 outlines the indicators for measuring the impact of the project's dissemination and communication efforts.

6. Section 6 concludes the document with a summary of the strategic approach and expected outcomes.

1.3 BACKGROUND AND TECHNOLOGICAL CHALLENGES

The field of EO data management is evolving rapidly, driven by the increasing volume and complexity of data generated by global satellite systems and sensors. Traditional data processing frameworks are often inadequate to handle the scale and diversity of such data efficiently. The Embed2Scale project addresses these challenges by harnessing HPC and advanced AI technologies to develop AI compressors capable of transforming raw EO data into compact, actionable embeddings.

These embeddings will enable decentralised data consumption and integration with various modalities, significantly reducing the computational overhead and facilitating near-real-time assessments across multiple domains such as environmental monitoring, maritime awareness, and agricultural management. The project leverages a consortium of leading academic institutions, industry partners, and research organisations to pioneer a scalable, efficient, and accessible approach to EO data, setting a new standard in the field and contributing to Europe's strategic autonomy in critical technological sectors.
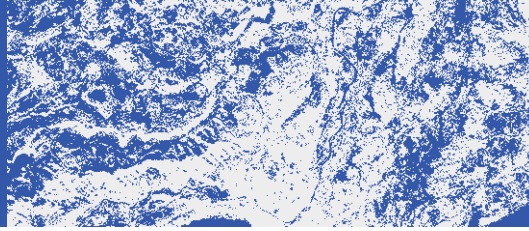
2   EMBED2SCALE DISSEMINATION & PROMOTION STRATEGY

2.1 COMMUNICATIONS OBJECTIVES

Dissemination, communication, and exploitation activities are crucial to ensuring the success of Embed2Scale and are tightly integrated across the various work packages to ensure a cohesive action plan that will create a substantial impact on the global EO and geospatial data scene.

To extend the reach of the project's efforts and maximise the impact Embed2Scale activities will have, the consortium is committed to maintaining close coordination with the European Commission and other relevant initiatives in closely linked domains such as the Copernicus Programme and European Space initiatives.

In this context, Embed2Scale will progressively and systematically engage and mobilise a community comprising major players in the EO field, including innovators, key stakeholders, standardisation bodies and other open-source projects. The project aims to:

- Provide input on the development of Embed2Scale systems;

- Disseminate, share, exchange and communicate to relevant communities on how to use and understand the project results and associated knowledge;

- Design and implement processes that engage key stakeholders to validate the solution design and functionality.

A suite of dedicated outreach and communication activities will ensure that the following general project objectives are met, following the roadmap for the strategy implementation detailed in subsequent sections:

- **Development of a unique brand identity**: This will bolster promotional and marketing initiatives, ensuring Embed2Scale is distinctly identifiable and memorable.

- **Awareness raising**: The goal is to increase visibility of Embed2Scale's results and benefits to ensure broad recognition and adoption among global geospatial data communities.

- **Stakeholder engagement**: The aim is to reach, stimulate, and engage a critical mass of relevant stakeholders to ensure that the project's results are effectively showcased, leading to validation, improvement, and possible further adoption of developed technologies and concepts.

- **Facilitation of Sustainability and Exploitation**: By promoting the development of innovative solutions based on the Embed2Scale technologies and concepts, we'll be supporting the long-term impact of the project.

- **Support of engagement strategies**: The aim is to provide visibility and echo to the data community within the European ecosystem and beyond, fostering significant contributions to relevant scientific domains and standardisation bodies.

- **Community development and knowledge exchange**: One of the most important objectives lies in expanding the project's community by fostering interactions with other EU-funded initiatives and comparable subjects' projects, facilitating dialogue and knowledge exchange.

In implementing the communication and dissemination activities, we use a matrix (Table 1) to define how tools and channels will be used to communicate the project's outputs (push) and identify means to facilitate synergies (interactive) and make the best use of project outcomes. The communication team will source information (pull) from various activities and deliverables to enhance visibility through social media, workshops and other platforms.

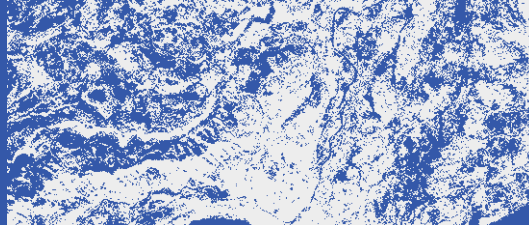| Activity	Pull	Interactive	Push
Workshops	Participation	Knowledge Exchange	Visibility
Events	Attendance	Engagement	Promotional Activities
Publications	Reader Engagement	Author Interactions	Spread of Findings
Videos	Viewership	Feedback	Broad Distribution
Trainings	Enrolments	Interactive Learning	Skill Development
Social Media	Followers	Posts & Interactions	Content Sharing
Website	Visits	User Feedback	Updates

Table 1: Matrix of Active Communication and Dissemination of Key Content

This framework establishes a comprehensive strategy to ensure effective communication and dissemination of Embed2Scale outcomes. The implementation of these activities is designed to maximise the project's visibility and impact, fostering a transformative change in how geospatial data is used and managed globally.

2.2 TARGET AUDIENCES AND KEY MESSAGES

Effective communication and dissemination are essential to maximising the impact of the Embed2Scale project and successfully connect with the different target groups that the project aims to involve. It is, therefore, crucial to create and implement tailored communication and dissemination mechanisms and tools throughout all stages of the project's rollout. To enhance our communication and dissemination strategy, specific activities for distinct groups will be executed. These tailored efforts aim to convey a precise message to each target audience, ensuring an accurate translation of the Embed2Scale mission and objectives. This approach is designed to create and strengthen engagement with various stakeholders more effectively. The following target groups were identified as relevant during the design and implementation phases of the project:

Target Audience	Specific Targets	Channels
Industry and Technology Innovators	AI and EO Tech Companies, High-Performance Computing Facilities, Satellite's operators and downstream players	Industry Conferences, Newsletters, Project Website, Social Media
Research Institutions and Academics	Researchers in AI, Data Science, Geospatial Technologies, and Environmental Science	Scientific Conferences, Academic Publications, Workshops, Webinars

Policy Makers and Public Authorities	EU Agencies, National Space Agencies, Environmental Agencies, Maritime Safety & Security Agencies	Policy Briefs, White Papers, Specialized Workshops
Standardisation & Open Source Bodies	ISO, OGC, ETSI, 3GPP, IEEE, O-RAN, European and International Standards Organizations	Participation in Standards Development, Joint Workshops
General Public and Civil Society	Environmental NGOs, Educational Institutions	Public Webinars, Social Media, Press Releases

Table 2: Target Audiences Identified for Embed2Scale

Through tailored communication and dissemination strategies, Embed2Scale aims to effectively engage these diverse groups, ensuring that the project's innovative approaches and results are well understood and widely adopted. This strategic communication will facilitate the transformation of geospatial data accessibility and efficacy, aligning with the overarching goals of the EC's HE programme.

For each of these target groups, Embed2Scale has developed a series of preliminary key messages which will be used and enriched in the course of the project:

Target Audience	Key Messages
Industry and Technology Innovators	• Discover cutting-edge AI compression technologies for EO data. • Enhance efficiency and reduce the environmental impact of data processing.
Research Institutions and Academics	• Collaborate with Embed2Scale to push the boundaries of AI and EO research. • Contribute to pioneering approaches in handling large-scale geospatial datasets.
Policy Makers and Public Authorities	Embed2Scale's innovations support informed policy making in climate change, urban planning, maritime domain awareness and disaster management.
Standardisation & Open Source Bodies	Engage with Embed2Scale to develop and promote new standards for data compression and EO.
General Public and Civil Society	Learn about the impact of advanced EO technologies on environmental monitoring, maritime domain awareness and sustainability through Embed2Scale's outcomes.

Table 3: Preliminary Key Messages for Each Target Audience

2.3 PRIMARY DISSEMINATION AND PROMOTION CHANNELS

Embed2Scale will employ a comprehensive range of dissemination and promotion channels to effectively communicate the project's objectives, progress, and outcomes, ensuring maximum visibility and impact. These channels are meticulously chosen to cater to the specific needs of our diverse target audiences, facilitating both broad outreach and in-depth engagement.
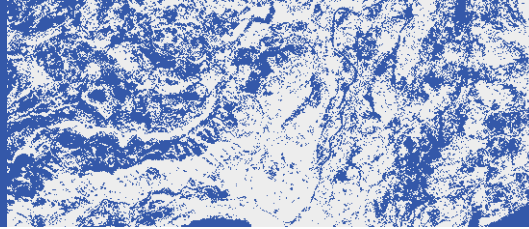
2.3.1 Online Channels

Project Website: It serves as the central hub for all project-related information, updates, and resources. It is designed to be user-friendly and accessible, providing an extensive overview of Embed2Scale's goals, ongoing activities, key innovations, and outcomes.

Social Media Platforms: The project will use platforms such as Twitter, Mastodon, LinkedIn, and YouTube to engage with broader audiences. These platforms will be used for regular updates, sharing news articles, video content, and interactive discussions to keep the community engaged and informed.

Newsflashes/Newsletters: Regular newsflashes and a periodic newsletter will be distributed to subscribers, offering insights into the project's progress, highlights from recent events and special features on technological advances and case studies.

Webinars and Online Workshops: Webinars and online workshops will be conducted periodically to disseminate knowledge, gather feedback, and foster community engagement. These sessions will be targeted at both general and specialised audiences, depending on the theme.

2.3.2 Offline Channels

Conferences and Workshops: Embed2Scale will organise and actively participate in a variety of industry, academic and public policy conferences and workshops. These events will serve as platforms for presenting project results, engaging with peers, and fostering collaborations.

Training Sessions and Demonstrators: Training sessions and use cases' demonstrators will serve to showcase the practical applications and benefits of the project's technological solutions. These sessions will target industry practitioners, policy makers and academic researchers.

Print Materials: Brochures, flyers and posters will be distributed at events to provide a tangible summary of the project and its outputs to stakeholders, media and the general audience.

Collaboration with related projects and initiatives: Embed2Scale will establish connections with other EU-funded projects and initiatives, leveraging existing networks for mutual dissemination and exploitation of results. Participation in events will enhance visibility but also facilitate engagement with stakeholders involved in these initiatives, such as Helmholtz AI, EUPEX and openEO. Such engagement will include joint presentations and collaborative workshops that leverage synergies between these initiatives.

Industry Partnerships: Consortium members will utilise their network connections to reach industrial stakeholders, ensuring that the innovations developed are aligned with market needs and are ready for deployment.

These dissemination and promotion channels are integrated into a cohesive strategy that ensures all stakeholders are well-informed and can actively participate in or benefit from the project.

2.4 COMMUNICATIONS AND DISSEMINATION PHASES

Embed2Scale's strategy for impact creation and plan includes a combination of offline and online communications, digital presence, participation in, and organization of events, interaction with related research and innovation projects, and connections with relevant stakeholders and EU research initiatives. The plan is structured into three defined phases:

Figure 1: The Embed2Scale phases
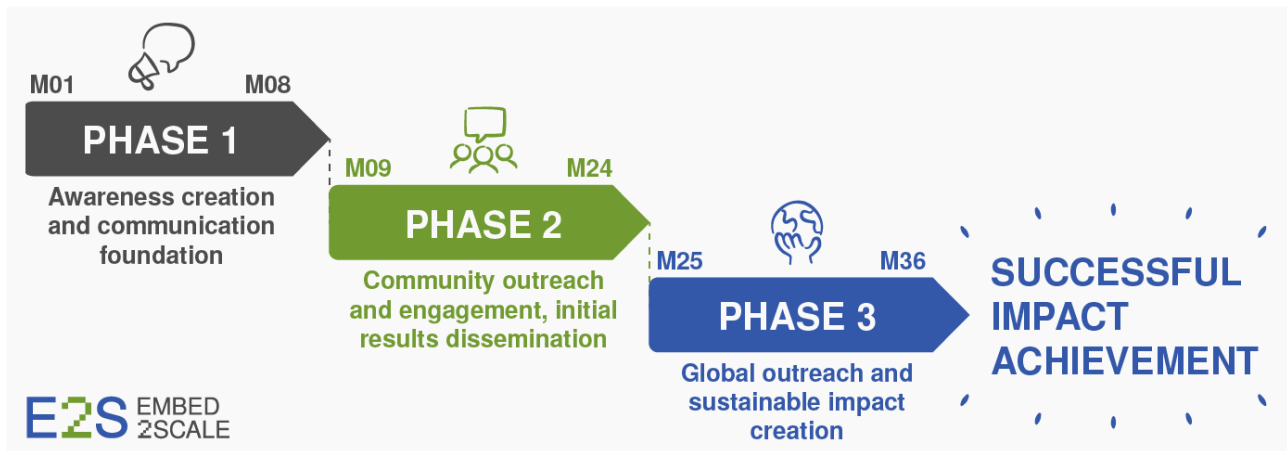
Phase 1 - Awareness Creation and Communication Foundation (M01-M08):

The objective of this phase is to establish the foundational elements of the dissemination, exploitation and communication strategy, refine the target groups, select the relevant communication tools and inform all relevant stakeholders about Embed2Scale's objectives and scope.

The measures that will be taken during this phase include:

- Development and launch of the Embed2Scale website and social media channels.

- Creation of the communication, dissemination and exploitation strategy plan.

- Design and distribution of project introduction materials such as flyers and slide decks.

- Participation in at least one major event to present the Embed2Scale objectives.

- Hosting of three initial workshops and issuing the project's kick-off press release.

Phase 2 - Community Building and Initial Results Dissemination (M09-M24):

The objective of phase 2 is to actively engage with key stakeholders, disseminate the initial project results and lay a robust foundation for ongoing dissemination, showcasing and policy-making efforts.

The measures that will be included in this phase are:

- A slide-based presentation of the initial project results and an initial awareness-raising video.

- Animation of the social media channels and active engagement on the platforms to raise awareness and promote project activities.

- Dissemination of news items and newsletters, and participation in targeted events to promote Embed2Scale's initial findings and use cases.

- Promotion of project use cases.
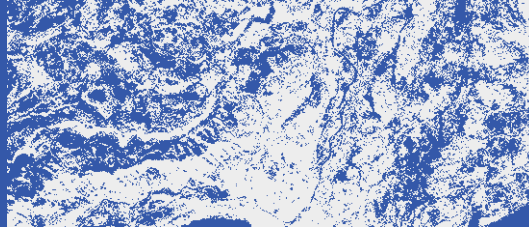
- Organization of webinars and workshops in collaboration with Horizon Europe and relevant initiatives related to space, EO and digital technologies.

- Production of the first scientific publications and making the first project key results openly accessible.

Phase 3 - Global Outreach and Sustainable Impact (M25-M36):

This phase's objective is to support the widespread adoption and deployment of Embed2Scale's technologies and tools through extensive promotional activities and to ensure a lasting impact beyond the project's timeframe.

Measures undertaken in this phase will include:

- Development and distribution of promotional materials and scientific publications.

- Open access publication of project results on the project website and open platforms, such as Zenodo.

- Participation in selected events and exhibitions.

- Organisation of planned workshops and exploitation activities.

- Final promotional event and extended engagement with relevant initiatives to promote key project results and assess impacts through surveys and workshops.

Each stage is designed to build upon the previous, ensuring a smooth transition from foundational awareness to deep community engagement and then to global outreach and lasting impact. This structured approach enables Embed2Scale to maximise its visibility, stakeholder engagement, and the adoption of its outcomes across various sectors and domains.

3 DISSEMINATION ACTIVITIES

3.1 ONLINE TOOLS AND CHANNELS

3.1.1 Brand Identity and Visual Guidelines

Brand identity is critical for Embed2Scale as it visually represents the project's innovation and scientific rigour, ensuring that all communication is immediately recognisable and coherent across various platforms and media. The Embed2Scale brand identity includes:

● **Colour Palette**: The colour scheme is chosen to reflect both the technological and environmental focus of the project. On one side the green and blue visually refer to the concepts of earth and sustainability, on the other the neon yellow and the two shades of grey refer to the technological aspects of the project.

Figure 2: The colour palette of Embed2Scale

CMYK: 87 66 00 00 RGB: 52 88 169 HEX: #3458a9	CMYK: 60 20 100 5 RGB: 113 155 48 HEX: #719b30	CMYK: 20 00 75 00 RGB: 255 255 100 HEX: #e1ff64	CMYK: 60 50 50 50 RGB: 76 76 76 HEX: #4c4c4c	CMYK: 50 40 40 25 RGB: 120 120 120 HEX: #777777	CMYK: 02 02 02 00 RGB: 249 249 249 HEX: #f9f9f9

● **Logo and Iconography**: The project logo incorporates elements that symbolise the integration of Earth observation (represented by the combination of the blue and green colours) with AI data compression techniques (represented by the combination of the letters 'E' and 'S' in high resolution and the number '2' that is pixelated/compressed). Two variations of the logo have been created to ensure versatility across different media.
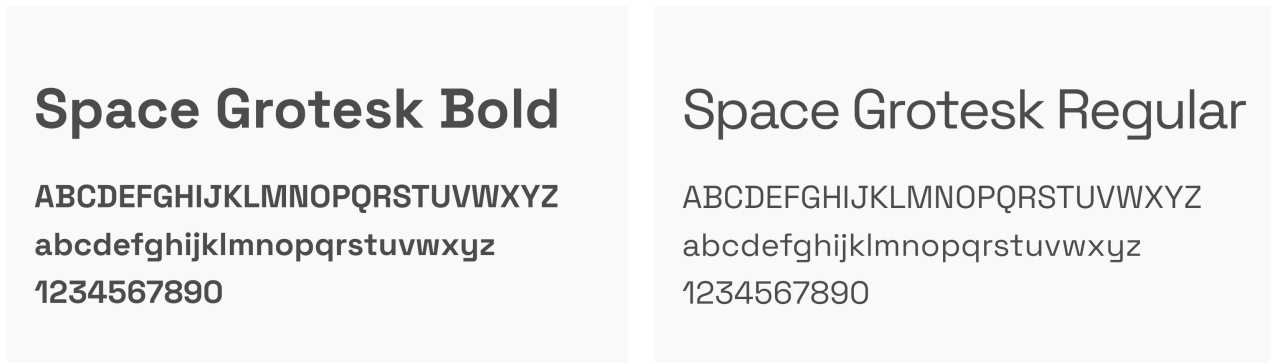
Figure 3: The logo of Embed2Scale
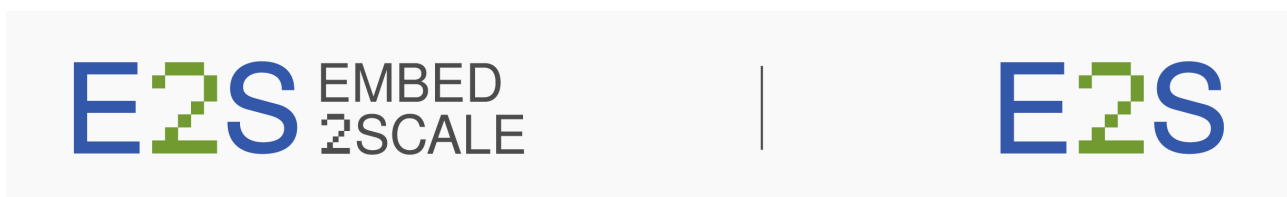
● **Typography**: 'Space Grotesk' is an open-source typeface designed and developed by Florian Karsten[1]. While maintaining optimal readability, it features many distinguished visual features that contribute to the memorability of the project's visual identity, like the distinctive geometric letterforms, the open apertures, the versatile weights and the contemporary feel of the typeface.

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[1] Florian Karsten Typefaces (https://fonts.floriankarsten.com/)

Figure 4: The fonts used in Embed2Scale's visual identity

Space Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Space Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

- **Templates**: Standardised templates for deliverables and presentations (see Annex 2) have been developed and shared with all the project partners to maintain a consistent look and feel throughout the project channels.

Figure 5: The Embed2Scale Deliverable & Presentation templates' cover pages
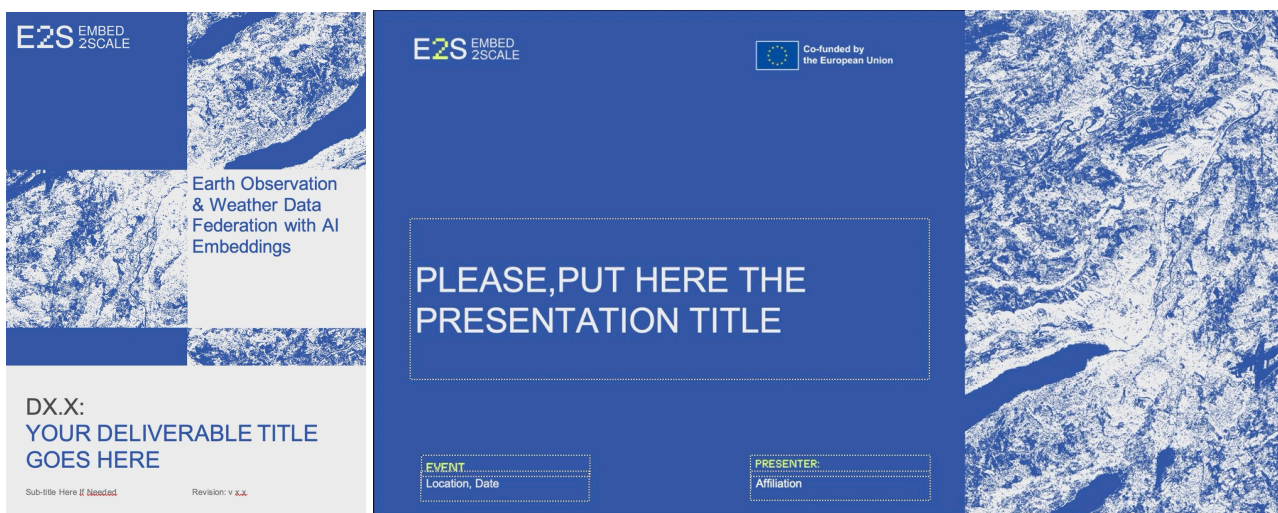
A comprehensive "Brand Guidelines" document (see Annex 1) has been prepared and distributed to all project partners. This document ensures that all disseminated materials adhere to the visual identity, enhancing the project's professional appearance and ensuring consistency in public engagements.

3.1.2 Landing page and Website

The Embed2Scale project's online presence is anchored by its landing page and eventual full website development. Initially, the landing page (www.embed2ecale.eu) serves as the gateway to the project, providing a snapshot of the project goals, the consortium, and the technology being developed.
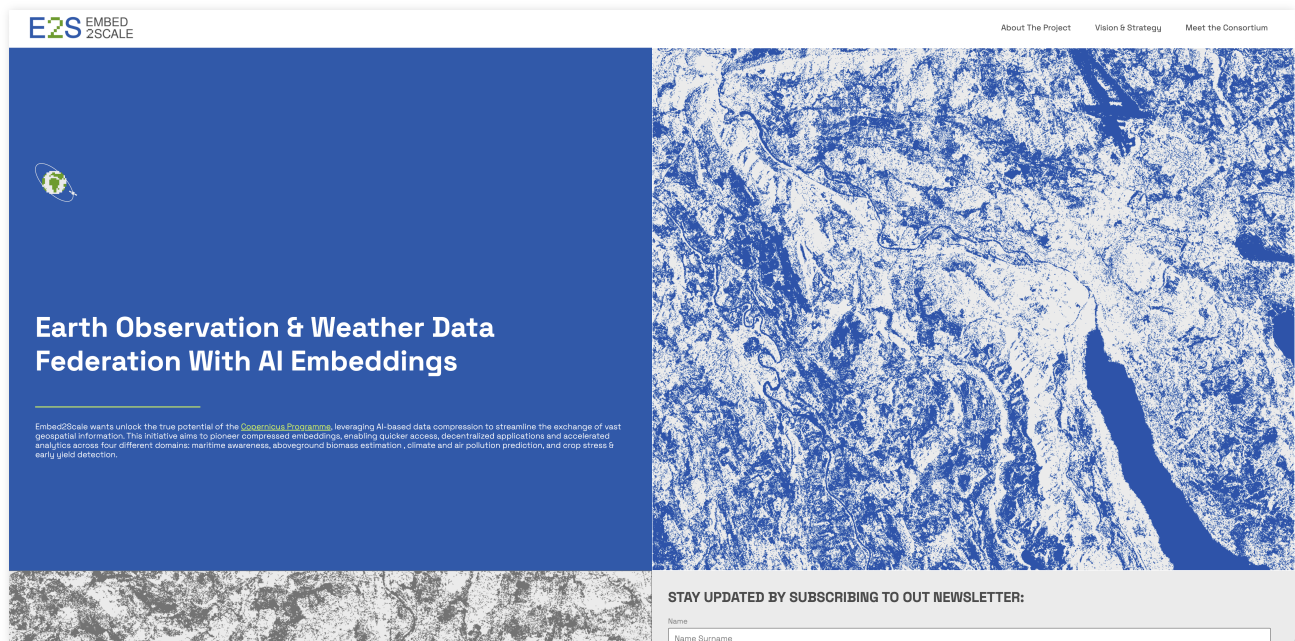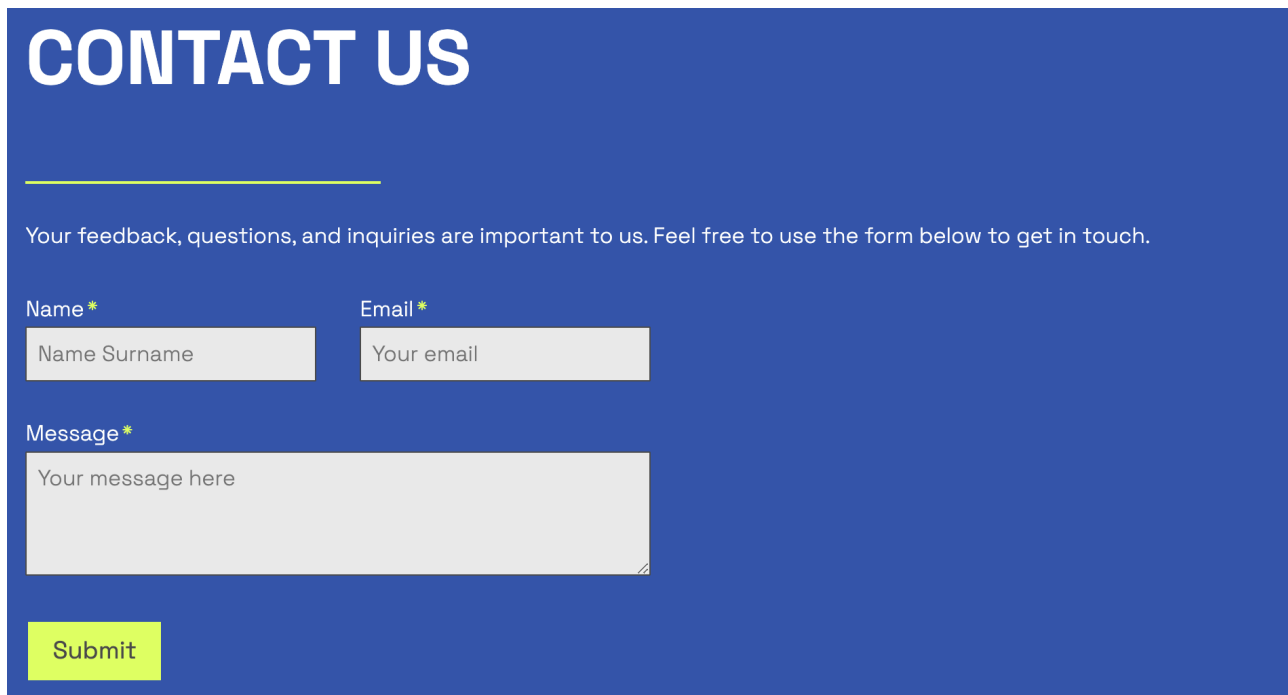
The sections that will be initially featured on the website, are:

- **Home/About**: This section introduces the project and its objectives, with quick links to detailed descriptions of the technology, use cases, and project impact.

- **Vision & Strategy**: This section of the Embed2Scale website articulates the project's forward-looking perspective and strategic approach to transforming geospatial data accessibility and efficiency. This section is crucial for communicating the project's core intentions and the groundbreaking methods it employs to industry stakeholders, academic communities, and the general public.

- **News**: Regular updates on project progress, news articles, press releases, upcoming events, and highlights from recent activities.

- **Resources**: This item is not yet published, as it will be populated while the project unfolds. A repository for accessing public deliverables, research publications, promotional materials, and open-source software developed within the project.

- **Contact Form**: Allows visitors to easily connect with the project team for further information or collaboration opportunities.

Figure 7: The contact form on the Embed2Scale website

The website's design follows the established brand guidelines, ensuring that the visual identity is consistently applied. It is designed with a responsive layout to ensure an optimal viewing experience across all devices, facilitating engagement with a global audience. This design strategy not only strengthens the project's brand but also supports the dissemination of information and resources to the scientific community, potential stakeholders, and the general public.

3.1.3 Social Media

Embed2Scale will be leveraging a range of social media platforms to engage a broad audience and foster discussions on EO, AI technology and geospatial data processing. The project will maintain a dynamic presence on Twitter, LinkedIn and Mastodon, so as to promote project activities and outputs and encourage interaction with its target audiences.

Here is a brief overview of the social media channels Embed2Scale will be using:

- **Twitter**
  Twitter is used for real-time updates and interactions, serving as a quick and effective tool to disseminate project news, announce events, and share outcomes. The Embed2Scale project uses the handle @Embed2Scale and employs the hashtag #Embed2Scale to tag relevant posts. This platform is particularly effective for engaging with the global tech community, promoting project milestones and retweeting content from partners and influential figures in the space and AI sectors.

- **LinkedIn**
  The Embed2Scale LinkedIn page (https://www.linkedin.com/company/embed2scale/) targets a more professional audience, sharing in-depth articles, success stories, and highlights from events that cater to industry professionals, researchers, and academic institutions. It serves as

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a bridge to connect with experts and organisations in the AI and EO fields, fostering professional networking and collaboration. Content shared here aims to resonate with industry insiders and is tailored to promote thought leadership and project advancements.

- **Mastodon**
  Recognizing the growing importance of decentralised social platforms, Embed2Scale has established a presence on Mastodon (https://mastodon.social/@embed2scale), where it will engage with a community passionate about open-source technology and digital privacy. This platform allows for more detailed discussions and can reach audiences that prefer alternative networks to mainstream social media. The Mastodon account enables Embed2Scale to tap into specialised groups and forums focused on geospatial data, AI and environmental science.

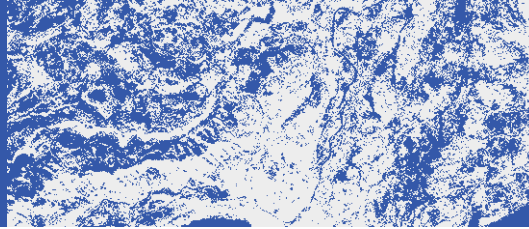Figure 8: Twitter, LinkedIn and Mastodon profile pages
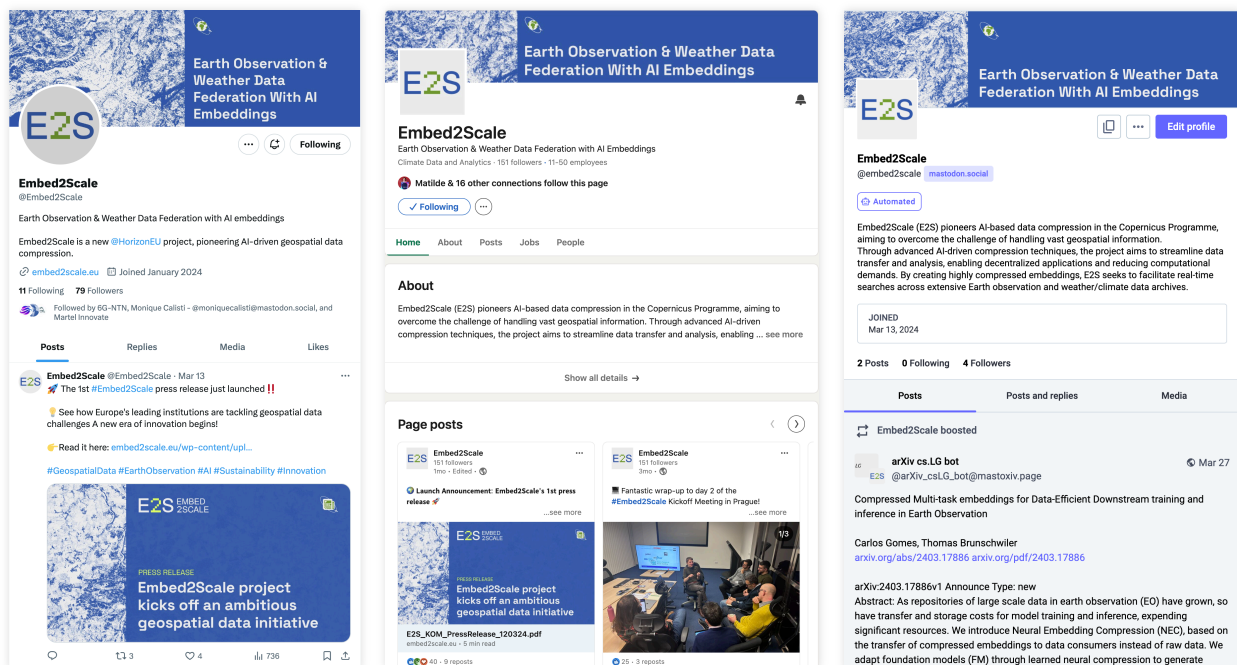
- **YouTube**
  The Embed2Scale YouTube channel (https://www.youtube.com/@Embed2Scale) will serve as a dynamic platform to engage a broad audience and disseminate the innovative work being done in the project. By uploading educational and informative videos about the project's vision and advancements and featuring engaging content from the webinars hosted by the project, Embed2Scale aims to build a knowledgeable community that supports and understands the impact of our technological innovations in EO data handling.

Figure 9: The Embed2Scale YouTube channel
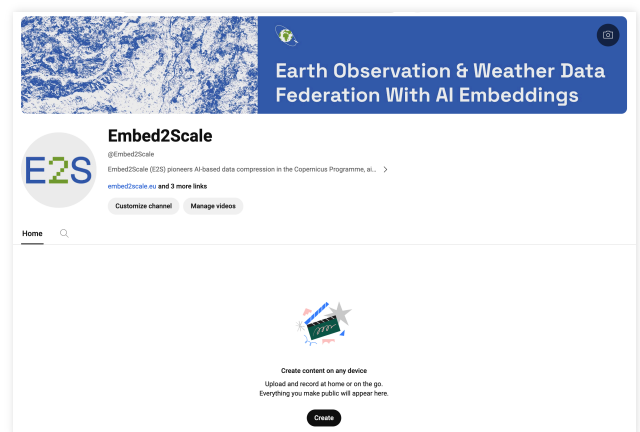
To maximise outreach and ensure consistent messaging, Embed2Scale is developing a communication strategy that includes collaboration with consortium partners' digital platforms. Partners will be amplifying project content through their own social media channels and digital outlets, ensuring a cohesive and broad dissemination of information. This coordinated effort will help to maintain a unified brand voice and aims to leverage the collective networks of all project participants to reach a wider audience.

By actively managing these platforms, Embed2Scale will not only promote its research and findings but will also stimulate engagement and interaction with the global community interested in the advancements of EO technologies and their applications.

3.1.4 Newsletter/Newsflashes

Regular updates about the project's progress and developments will be communicated through newsletters and newsflashes, using a dedicated news section on the Embed2Scale website. The plan includes issuing a newsletter every four months to highlight key milestones, updates, and upcoming events, ensuring that all stakeholders remain informed and engaged.

Each newsletter will feature detailed articles on project achievements, updates on ongoing activities, important announcements and a curated list of upcoming events and workshops. The content will be gathered and verified by project partners to maintain accuracy and relevance.

As the project is in its initial stages, the first issue of the newsletter is anticipated to be released in the eighth month following the project's commencement. This initial release will set the tone for subsequent editions and will include essential information about the project's objectives and early developments.

To reach a broader audience and foster community engagement, a subscription-based mailing list will be implemented. This allows interested individuals and entities to sign up via the project website to receive updates directly in their inboxes. The newsletter subscription functionality will be prominently featured on the project's landing page, ensuring easy access for all visitors.

Figure 10: The Embed2Scale newsletter subscription form on the project's website

Anticipating the project's evolving needs, the communication strategy may adapt over time to include more frequent newsflashes, especially when significant developments or immediate announcements need to be shared swiftly with the community.

This proactive approach in communication aims to build a strong connection with the project's diverse audience, ranging from industry experts to the general public, enhancing visibility and impact throughout the project's duration.

3.1.5 Press Releases

Press releases will be strategically issued to coincide with significant milestones and achievements throughout the project lifecycle, and will reach an approximate number of three per total during the project's lifespan. The frequency might be altered if there are announcements of significance that demand so. The press releases aim to highlight major developments such as the successful organisation of significant events, the completion of critical stages of the project or groundbreaking results that advance the field of EO and AI technology.

To ensure extensive dissemination and impact, press releases will be distributed through national and international media channels. This broad distribution strategy is designed to engage a diverse audience, including industry stakeholders, academia, and the general public, thereby enhancing the visibility of Embed2Scale's contributions to geospatial data technology.

Each partner in the consortium will play an active role in this process by engaging with local and national media outlets. This collaborative effort will help amplify the reach of each press release, ensuring that the project's achievements are recognized across different regions and sectors.
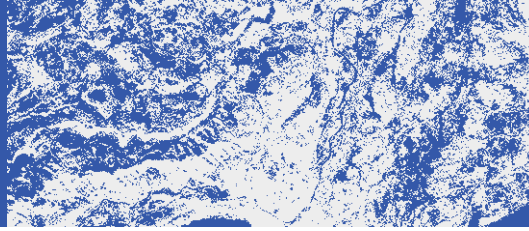
All press releases will be made available on the Embed2Scale project's website for easy access to all interested parties.

This approach to press releases is intended to keep the community informed and engaged with the ongoing progress and successes of the Embed2Scale project, thereby fostering a supportive ecosystem around the innovations being developed.

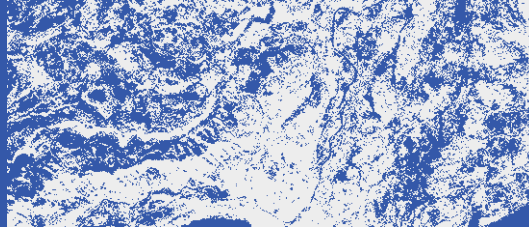Figure 11: The 1st press release of Embed2Scale
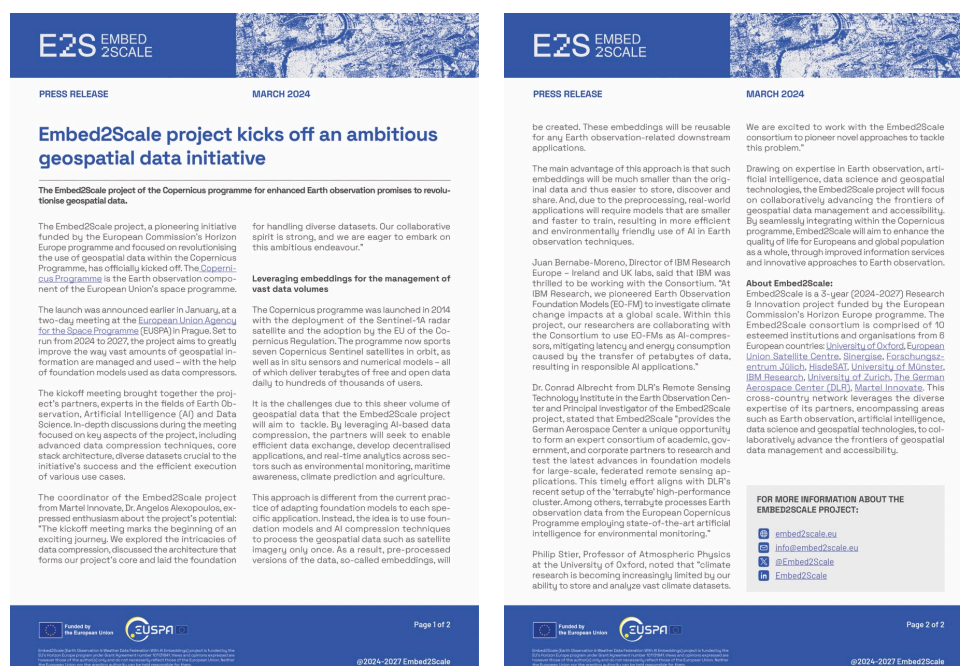
3.1.6 Publications and E-Publications

For the Embed2Scale project, the dissemination of research findings and project developments through publications and e-publications is a critical activity. Consistent with the HE guidelines, all scientific outputs generated by the Embed2Scale project will adhere to OA policies to ensure widespread distribution and accessibility.

All peer-reviewed publications resulting from the Embed2Scale project will be made available under an OA license. This commitment facilitates the sharing of knowledge with the scientific community and the public at large, enhancing the impact and visibility of the research. Publications will be deposited in OpenAIRE-compliant repositories such as Zenodo or the Open Research Europe platform. This approach guarantees that all outputs are easily accessible, aligning with the European Commission's directives on scientific publishing. To maximise the scientific impact, the consortium will target high-impact journals and prestigious conferences relevant to EO, AI, and HPC. A target list of journals and portals that the consortium will aim to publish in is:

- IEEE Transactions on Geoscience and Remote Sensing

- Remote Sensing of Environment

- Remote Sensing

- IEEE Transactions on Communications (TC)

- IEEE Transactions on Green Communications and Networking (TGCN)

- IEEE Open Journal of the Communications Society (OJ-COMS)

- Elsevier Computer Networks

- IEEE Journal on Selected Areas of Communications (JSAC)

- IEEE Communications Magazine

- IEEE Transactions on Information Theory

- IEEE/ACM Transactions on Networking

- IEEE Transactions on Network and Service Management

- IEEE Internet Computing

- IEEE Transactions on Cloud Computing

- IEEE Transactions on Knowledge and Data Engineering

- IEEE Transactions on Services Computing

- Journal of Systems and Software

- Journal on Future Generation Computer Systems

- GEOSS Portal

Whenever possible, scientific publications will be made available via the Gold Open Access models and, if not, the project partners will make sure to publicly release the pre-print or post-print of the accepted article, following the Green Open Access model. The project budget will cover any associated costs for OA publications, ensuring the dissemination of results.

Prior to submission, all papers will undergo rigorous plagiarism checks to uphold the highest standards of research integrity. Additionally, findings will be verified for accuracy to ensure that only reliable and validated results are disseminated. All publications will be vetted to comply with the Consortium Agreement, ensuring that intellectual property rights are respected and that all partners agree on the publication details.

3.1.7   Videos

Embed2Scale will develop a series of engaging videos to effectively communicate the project's goals, achievements and impact to a broad audience, ranging from industry professionals to the general public and the press. These videos will serve as key tools for raising awareness about the transformative potential of AI compressors in EO data management and the specific advancements Embed2Scale is pioneering.

The videos will highlight various aspects of the project, including demonstrations of technology and explanations of the project's contributions to the Copernicus Programme. By providing visual and easy-to-understand content, the videos will help to explain complex technical processes and showcase the practical benefits and applications of the project's outputs.

Distribution will be wide, through Embed2Scale's official channels such as the project website and social media platforms YouTube, Twitter, LinkedIn and Mastodon. Additionally, the project will leverage the networks and channels of consortium partners and associated stakeholders to ensure maximum reach. This approach will enhance visibility not only among the scientific and technical communities but also broaden outreach to potential end-users and the general public.

The production of these videos will be strategically timed to align with major project milestones and public engagement opportunities, such as workshops, conferences, and exhibitions, to maximise impact and audience engagement. Each video will be crafted to be informative, compelling and accessible, making them valuable tools for both dissemination and educational purposes.

3.2   OFFLINE TOOLS AND CHANNELS

3.2.1 Promotional Materials

An array of promotional materials will be developed to support the dissemination of the project's goals and achievements. Initial designs for these materials will be aligned with the Embed2Scale's visual identity to ensure a consistent and professional presentation across all communication platforms. The following materials will be produced during the project's lifecycle:

- **Promotional Flyer**
  An informative flyer will be created, detailing the project's objectives and scope. The flyer will be available in digital format on the project's website and distributed in print at conferences, workshops and other relevant events to engage stakeholders and disseminate project information effectively. Depending on the project's needs, content variations will be considered and incorporated to tailor the message to specific audiences.
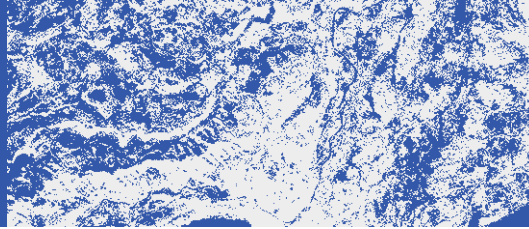
- **Roll-up Banners**
  Roll-up banners will be designed to match the project's website and overall branding strategy, providing essential information about Embed2Scale at a glance. These banners will be used at various project-related events to enhance visibility and provide a focal point for discussions around the project.

- **Posters**
  Posters will be produced in standard sizes (e.g. A0) for use at scientific conferences and industry events. The content of these posters will focus on the project's innovations, such as the AI compressors and their applications in real-time EO services. Depending on the event's focus, content variations may be considered to tailor the message to specific audiences. Posters may also be produced in different languages if deemed necessary to maximize impact at international events.

- **Customizable Materials**
  To facilitate wider use by project partners, templates for posters and flyers will be designed to allow easy customization for specific events or partner needs. These templates will include placeholders for partner logos, specific project results and contact information, enabling partners to produce targeted materials without the need for extensive design resources.

All promotional materials will prominently feature the Embed2Scale logo, the European Union flag and acknowledgment of EU funding to maintain compliance with EU dissemination guidelines. Additionally, quick access information such as the project website URL and social media handles will be included to direct interested parties to more detailed online resources.
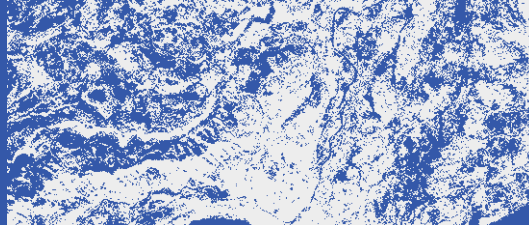
These materials aim to not only promote the project but also facilitate engagement with a broad audience, from industry stakeholders to academic researchers and the general public, thereby enhancing the project's visibility and impact.

3.2.2 Events

Events play a pivotal role in the dissemination and networking strategies of the Embed2Scale project. These activities are designed to enhance visibility, foster collaborations, and showcase the innovations and outcomes of the project to key stakeholders in both industry and academia. Participation in key industry and academic events allows the project to engage with a global audience, while hosting dedicated Embed2Scale events provides targeted platforms for deep dives into the technology, challenges, and solutions being developed. This dual approach ensures a comprehensive engagement strategy that aligns with the project's objectives of broad dissemination and impactful communication.

The consortium plans to actively participate in a variety of key industry and academic events. Towards efficient dissemination and promotion of the project results that are to be used by external stakeholders and the broader ecosystem, the consortium will aim for at least 8 participations/presentations in relevant events.
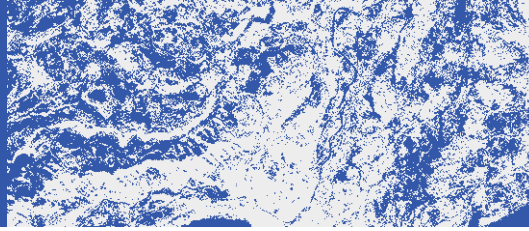
These events are carefully selected to align with the project's scope and objectives, targeting audiences that are key to the project's dissemination and exploitation strategies. Below is a list of planned events where Embed2Scale aims to either attend and/or have a presence in:

No	Event Name	Date	Location
1	Mobile World Congress	February 2024	Barcelona, Spain
2	Paris Space Week	February 2024	Paris, France
3	Annual Satellite Conference (2024 & 2025)	March 2024	Washington D.C., USA
4	ITG WSA	March 2024	Dresden, Germany
5	European Geosciences Union General Assembly (EGU)	April 2024	Vienna, Austria
6	IEEE Wireless Communications and Networking Conference (WCNC)	April 2024	Dubai, United Arab Emirates
7	ONE Summit	April 2024	San Jose, USA
8	MPLS SD & AI Net World Congress	April 2024	Paris, France
9	Infocom	May 2024	Toronto, Canada
10	IEEE Vehicular Technology Conference (VTC)	May 2024	Helsinki, Finland
11	IEEE International Conference on Computer Communications (INFOCOM)	May 2024	Vancouver, Canada
12	IEEE International Symposium on Dynamic Spectrum Access Networks (DYSPAN)	May 2024	Washington DC, USA
13	IEEE International Conference on Communications (ICC)	June 2024	Denver, USA
14	European Conference on Networks and Communications (EuCNC)	June 2024	Antwerp, Belgium
15	IEEE Geospatial and Remote Sensing Symposium (IGARSS)	July 2024	Athens, Greece
16	ICSSC conferences	September 2024	Seattle, USA
17	American Geophysical Union Fall Meeting (AGU)	December 2024	Chicago, USA
18	Global Communications Conference (Globecom)	December 2024	Cape Town, South Africa
19	IEEE/ACM Conferences	Various dates	Various locations
20	Big Data from Space (BiDS) Conference	TBD	TBD
21	ESA Living Planet Symposium	TBD	TBD
22	ASMS/SPSC	TBD	TBD
23	IEEE International Conference on Sensing, Communication, and Networking (SECON)	TBD	TBD

Table 4: Relevant events for Embed2Scale

These events will serve not only as a diverse platform for promoting the project's advances but also as crucial networking platforms, bringing together experts from academia, industry and the public sector.

4   PLAN OF ACTIVITIES M1 – M36

4.1 WORKSHOPS & EVENTS PLANNED

In addition to participating in external events, the Embed2Scale project will organise and host several events designed for knowledge exchange between partners, the stakeholder community and the general public. The consortium envisages organising at least 2 workshops/sessions/ webinars pursuing co-location with flagship domain related events or events that are planned from the liaised CSAs and projects, coordinating on this with related national and international initiatives when possible. A final event will be the landmark of the project's conclusion.

An indicative table of events that will be organised by the Embed2Scale consortium can be found below:

Event Type	Focus	Expected Date	Location
Workshops	Introduction to Embed2Scale technology and applications	3 during Phase 1	TBD
Workshops/Webinars	Progress updates and demonstrations	>2 per year	Online
Seminars	Special sessions on AI compressors and their impacts	Year 3 of the project	Various locations
Final Conference	Summary of findings and future directions	End of Project	TBD

Table 5: The Embed2Scale planned events

These activities are designed to showcase the technological advancements made by the Embed2Scale project, to discuss challenges and solutions with peers and to explore future directions for the technology developed.

In addition to the events that the partners are either going to participate in or organise, newsletters and promotional campaigns will be designed to promote the project, to make the first project key results openly accessible, to disseminate findings and to ensure wider visibility for its use cases. As mentioned in 2.4 a series of promo materials will be developed and distributed in all suitable occasions, the project results will be becoming openly accessible from the project website and open platforms and impact assessment activities will be framing the communication efforts.

4.2 SYNERGIES WITH RELATED PROJECTS AND INITIATIVES

The consortium is committed to creating and fostering synergies with related projects and initiatives to enhance the project's impact and ensure sustainability. The project will collaborate with ongoing relevant Horizon Europe and Cluster 4 initiatives related to Digital, Industry and Space, as well as EO and other relevant national and international initiatives, particularly attending to network with the
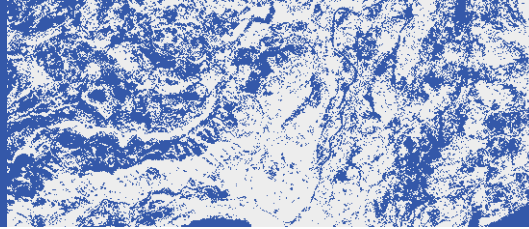
projects funded under the same call[2]. Here is a detailed mapping of how the consortium is going to synergise with these initiatives and the benefits that will derive from the built connections:

- **Collaboration with Copernicus Services:** Managed by the European Commission, Copernicus Services provide accurate EO data and services for environmental protection, climate monitoring, natural disaster assessment, and other societal benefits. Embed2Scale will exploit data coming from Copernicus Services, ensuring that the project's developments will take advantage of Europe's leading EO program, maximising the relevance and impact of the project's outputs. Embed2Scale aims to demonstrate the application of its AI-driven data compression technologies within the Copernicus framework, facilitating more efficient data handling and processing for Copernicus final users.

- **Collaboration with the Human Planet Initiative (HPI)**: This initiative, underpinned by its mission to harness EO data and technologies to improve the understanding of human presence on the planet, intersects with Embed2Scale's objectives of improving accessibility and utilization of geospatial data. Collaboration with the HPI would not only bolster the project's research capabilities but also enhance the societal relevance of its outcomes.

- **Collaboration with EU entities (e.g. EUMETSAT)** Embed2Scale will foster collaboration with relevant entities to access critical satellite data, supporting the development of more robust AI compressors.

- **Synergies with Destination Earth (DestinE) and the CASSINI Initiative:** DestinE is an initiative by the European Commission aimed at developing a high-precision digital model of the Earth to monitor and simulate environmental systems. This engagement will allow Embed2Scale to align its technologies with cutting-edge digital Earth modelling efforts, ensuring that the project remains relevant to future EO methodologies.

  The CASSINI initiative aims to reinforce Europe's autonomy in space capabilities, focusing on security, access to space and the competitiveness of the European space sector. Aligning with CASSINI broadens the scope of Embed2Scale's impact, particularly in promoting the European space sector's independence through advanced technological solutions.

- **Synergy with the Open Geospatial Consortium (OGC):** OGC is an international consortium developing open standards for geospatial and location-based services. Collaborating with OGC can facilitate the adoption of Embed2Scale's technologies as industry standards, enhancing interoperability and usability across various platforms.

- **Collaboration with EuroGEO:** EuroGEO is a regional initiative, part of the Group on Earth Observations (GEO), which aims to bring together European resources to promote the use of EO data. Embed2Scale will explore the GEO collaboration framework to disseminate its results to a broader network of EO data users and providers. This synergy enhances the project's capability to influence European EO strategies and increase the uptake of the AI compressors developed in Embed2Scale. The partners will participate in suitable GEO workshops and initiatives and share best practices and technological advancements with the GEO community.

  By building these synergies, Embed2Scale will aim to enhance its technological base and ensure that its innovations are integrated into broader European and global frameworks, maximising their impact and adoption.

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[2] HORIZON-EUSPA-2022-SPACE-02-55, *projects published in* *CORDIS EU*.
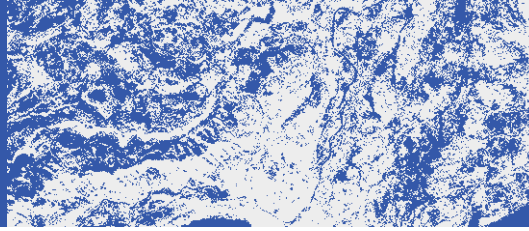
The Embed2Scale consortium already has several established connections with other EU-funded projects and initiatives, the leveraging of which networks will be beneficial for mutual dissemination and exploitation of project results. Some of these initiatives are:

- **openEO Platform:** An ongoing initiative that is creating a unified framework to facilitate the processing of EO data across different platforms. The project aligns with Embed2Scale's objectives, particularly in enhancing data interoperability and processing.

- **NextGEMS (2021-2025, H2020)**: This project is developing next-generation Earth-system models. Insights from NextGEMS could help Embed2Scale in advancing AI-driven compression techniques for similar large-scale data sets.

- **EUPEX (European Pilot for Exascale)**: A project focused on developing European HPC infrastructure. Collaboration or alignment with EUPEX could enhance the computational aspects of Embed2Scale, particularly those related to HPC use.

- **Helmholtz AI (2019-2025, Helmholtz Association):** This platform focuses on applying AI methods across various scientific fields. Insights and methodologies from Helmholtz AI could be directly applicable to the AI compressors being developed in Embed2Scale.

More national and international initiatives that lie in the broader network of the project partners and can act as multipliers for mutual dissemination and exploitation of results are namely: EvoLand (2023-2025, HEurope), ENEXA (2022-2025, HE), OEMC (2022-2026; HE), InterTwin (2022-2025; H Europe), WestAI (2022-2025, Federal Ministry of Education and Research, Germany), NextGEMS (2021-2025, H2020). The level of involvement with these research and innovation initiatives is clearly outlined in Section 1.2.8, Part B of the Project 101131841 ─ Embed2Scale Grant Agreement.

The consortium will also be working closely with organisations involved in setting global standards (e.g. ETSI, ISO, OGC) to ensure that the project's outputs align with and influence international best practices.

5 IMPACT ASSESSMENTS

5.1 QUANTITATIVE INDICATORS

The effectiveness of the Embed2Scale Communication and Dissemination Strategy will be continuously evaluated throughout the project lifecycle. This will ensure that the project maintains visibility and reaches its target audience effectively. To accomplish this, a series of Key Performance Indicators (KPIs) have been established. These KPIs will measure the outreach and impact of the project's dissemination activities.

Activity	Expected impact	Related KPI	Results - total
Website	Main online information hub, updates on results, news, publications, videos, newsletters, events, deliverables	Number of unique website visitors	> 6000
Social media	Increase visibility, raise awareness, engage target audiences, redirect to website	Number of followers	Twitter: > 250
			Mastodon: >250
			LinkedIn: >150
Press releases	Communication of key project milestones	Number of press releases distributed	3
Media Kit	Reach to relevant stakeholders and broader audiences	Media kit containing all press releases, videos, images, flyers	1
Publications	Scientific validation of project's approach and findings, knowledge sharing	Number of peer-reviewed publications in journals, conferences and workshops	10
Newsletters Mailing list	Communication of project news, events and results in an understandable way to the project's audience	Number of newsletters	8
Videos	Support awareness creation and stakeholders' engagement	Number of videos	4
Workshops, Events, Webinars	Presentation of research findings, showcase project progress, facilitate collaborations, address challenges	Number of workshops, events, webinars organised	>8
		Number of participants per workshop	>60
Event participation	Project promotion, showcasing progress & results, knowledge sharing	Number of events partners participated in	>8

Table 6: Embed2Scale Communication and Dissemination KPIs

5.2 QUALITATIVE INDICATORS

Beyond measurable quantitative outcomes, Embed2Scale will pursue qualitative success indicators to gauge the broader impact and reach of its dissemination strategy. These indicators will assist in tracking the engagement within the online community, foster vibrant discussions, gather feedback and encourage the sharing of project-related content.

Media presence is a key qualitative measure, where the distribution of well-crafted press releases will aim to secure coverage across various press and media outlets, thereby raising awareness of the project's milestones and achievements.

Proactive community management on social networks will aim to create a well-informed and engaged online community, which, along with the media coverage and the newsletter subscription lists, will reflect the project's resonance within the scientific community and the general public.

5.3 PLANNED DELIVERABLES

Table 7 below lists the planned deliverables for the communication and dissemination work package of Embed2Scale.

No	DELIVERABLE NAME	LEAD PARTNER	DISSEMINATION LEVEL	DELIVERY DATE
D.5.1	Dissemination & Communication Strategy and Plan	MARTEL	PU	M04
D.5.2	Dissemination, Communication Report and Exploitation Mid-Term Report	MARTEL	PU	M18
D.5.3	Standardisation, Exploitation and Sustainability Strategy and Plan	IBM	PU	M18
D.5.3	Dissemination, Communication Report and Exploitation Final Report	MARTEL	PU	M36

Table 7: The Communication and Dissemination Deliverables

6 CONCLUSIONS

This document has outlined the comprehensive Communication and Dissemination Strategy and Plan for the Embed2Scale project, encompassing an array of activities designed to ensure widespread visibility and impact of the project's innovations for the coming months. Developing this strategy at the early project stage will allow Embed2Scale to maximise the impact of communication, dissemination, and stakeholder engagement activities and sustain the concepts and knowledge developed throughout the project.

Since the project's inception, the Embed2Scale consortium has actively embarked on several promotional and communicative activities, including:

- The development and launch of the Embed2Scale visual identity, reflecting the project's cutting-edge approach.

- The creation and deployment of the project's landing page.

- Establishment and initial community building on Twitter, LinkedIn and YouTube.

- Dissemination of the project's 1st press release, announcing the project launch.

- Planned participation in relevant events (e.g. EGU 2024)

The further goal of this plan is to guarantee that:
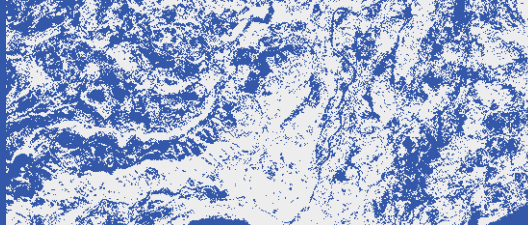
- all outreach activities follow the guidelines and are executed within the planned schedule,

- the messages are consistent and of a high standard,

- all consortium members contribute to promoting the project.

Looking forward, the activities under Work Package 5 (WP5) related to dissemination and communication will intensify as Embed2Scale progresses into its more mature phases. The consortium defined a monitoring and evaluation framework to measure the achieved progress and impact of the proposed strategy. Deliverable *D5.2 Dissemination, Communication Report and Exploitation Mid-Term Report* due at M18 will provide more details on the progress of the strategy and the effectiveness of the performed impact creation activities.
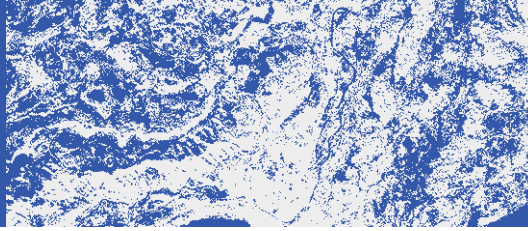
7 REFERENCES

1. Florian Karsten Typefaces: https://fonts.floriankarsten.com/

2. HORIZON-EUSPA-2022-SPACE-02-55, CORDIS EU, European Commission: https://cordis.europa.eu/search?q=contenttype%3D%27project%27%20AND%20%2Fproject%2Frelations%2Fassociations%2FrelatedMasterCall%2Fcall%2Fidentifier%3D%27HORIZON-EUSPA-2022-SPACE%27&p=2&num=10&srt=Relevance:decreasing

ANNEX 1 – EMBED2SCALE BRAND GUIDELINES

E2S EMBED 2SCALE

BRAND GUIDELINES

April 2024

Version 1.0
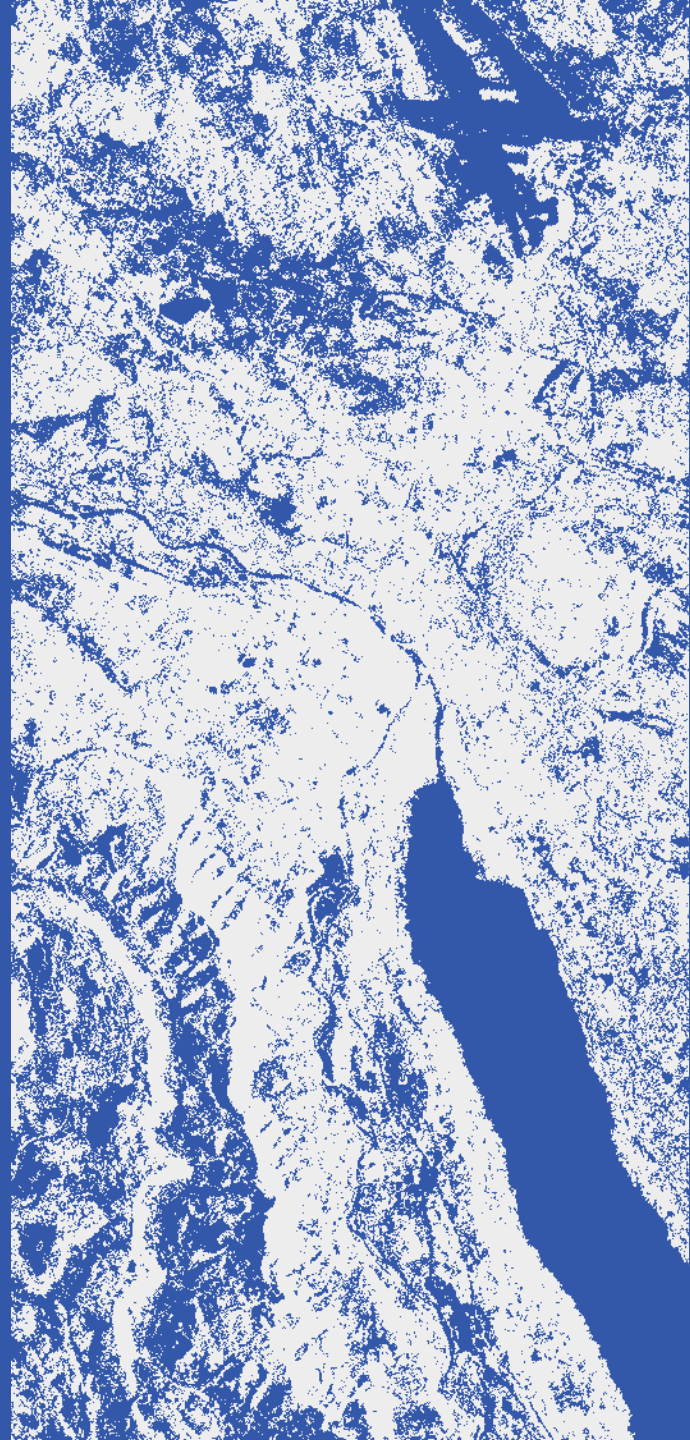
WHAT IS A BRAND IDENTITY?

A brand identity allows you to recognize a consistent look and feel across all outlets (electronic and printed visual media). It defines how those who come into contact with the brand should perceive it and influences their opinion of the brand.

This document lists and explains the main visual identity elements of the Embed2Scale project. These are rules and values to help you create and compose visual designs using its identity.

Examples of Embed2Scale's brand identity in use across different outlets (LinkedIn and Twitter):

©Embed2Scale 2024-2027

Embed2Scale
LinkedIn account
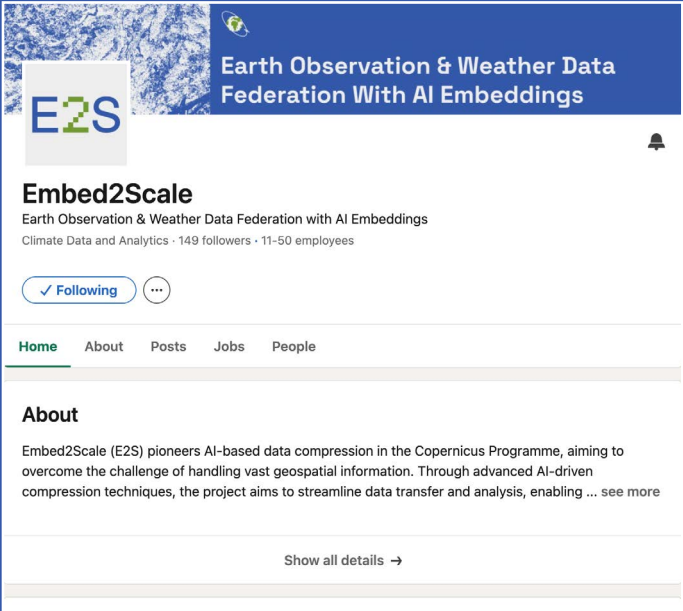
Embed2Scale
Twitter account

LOGO / Versions

Main and icons version of the Embed2Scale logo.
The main versionof the logo is to be used for larger formats like presentations, deliverables, roll-ups and brochures, where details and text are clearly visible. The icon form is to be used in smaller applications such as social media avatars, mobile website, and favicons, where the logo needs to remain clear and recognisable even at a small sizes.

Embed2Scale logo
Main version

E2S EMBED 2SCALE

Embed2Scale
Icon version

E2S

LOGO / Color variations

The full-color version of the logo should be used in scenarios where color reproduction is high-quality, such as digital platforms and print materials. However, in situations where color reproduction may be limited or when a more subtle appearance is desired, opt for the grayscale or monochrome version of the logo. Additionally, the use of a reverse version, where the logo appears in light colors on a dark background, can enhance visibility and aesthetic appeal in certain contexts.

Embed2Scale logo
Positive colored

E2S EMBED 2SCALE

E2S

LOGO / Color variations

Embed2Scale logo
Negative colored

Embed2Scale logo
Positive B&W

Embed2Scale logo
Negative B&W

LOGO / Safe area

The safe area is the minimum space around the logo that should remain clear of any other graphic elements, text, or imagery. This ensures that the logo maintains its visibility, legibility, and impact, even when surrounded by other content. The safe area is already included in the official files of the project's logo.

Main version logo
Safe Area
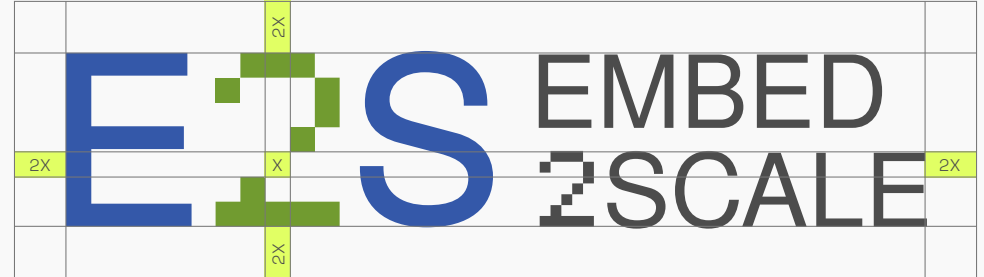
Icon version logo
Safe Area
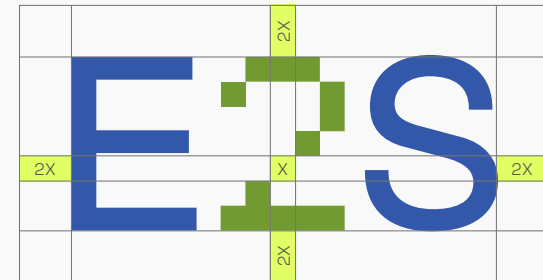
LOGO / Minimum size

The minimum size indicates the smallest dimensions at which the logo should be reproduced, ensuring that it remains recognizable and mangtains its visual integrity.
It is here indicated as the minimum measures of the logo's width.

Main version logo · 55px
Minimum width · 20mm

E2S EMBED 2SCALE

Icon version logo · 25px
Minimum width · 10mm

E2S

LOGO / Dos and don'ts

Positive versions for light backgrounds, negative version for light ones.
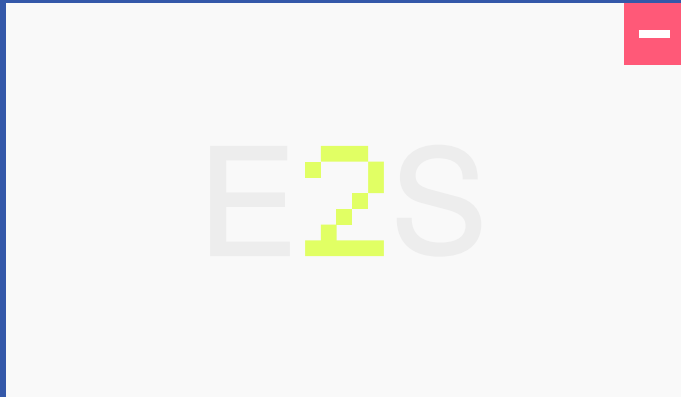
Avoid using the logo on detailed, high contrast backgrods.

Avoid streaching the logo proportions.

COLOURS / Palette

Embed2Scale's primary color palette consists of six colors that play a significant role in the project's visual identity. This set of colors is used across the project assets and channels, including the logo, website, social media, presentations, and deliverables.

When possible, the colour **#f9f9f9** should be used instead of pure white and the colour **#4c4c4c** should be used instead of pure black.

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CMYK:
87 66 00 00

RGB:
52 88 169

HEX:
#3458a9

CMYK:
60 20 100 5

RGB:
113 155 48

HEX:
#719b30

CMYK:
20 00 75 00

RGB:
255 255 100

HEX:
#e1ff64

CMYK:
60 50 50 50

RGB:
76 76 76

HEX:
#4c4c4c

CMYK:
50 40 40 25

RGB:
120 120 120

HEX:
#777777

CMYK:
02 02 02 00

RGB:
249 249 249

HEX:
#f9f9f9

TYPOGRAPHY / Fonts

Embed2Scale's brand uses the open source typeface from Google Fonts **'Space Grotesk'** in its Bold and Regular weights. 'Space Grotesk Bold' is commonly used for titles while 'Space Grotesk Regular' is used, in different sizes, for subtitles and body. The usage of other versions of the fonts are allowed if needed for a specific purpose. This applies to the website, presentations, deliverables and all promotional material.

In the case that, for technical reasons, 'Space Grotesk' can not be used, the system fonts **'Arial Regular'** and **'Arial Bold'** will be used instead.

Space Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Space Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FUNDING ACKNOWLEDGEMENTS

/ For all materials

All the EU, SERI and UKRI funded projects should clearly show the acknowledgement to the EU, SERI and UKRI funding, side by side, in all Dissemination & Communication materials (e.g. flyers, posters, roll-ups, brochures, videos, website, etc). Here below we present examples of the elements to show. The assets featured in this page (and their negative versions for use on dark backgrounds) are available in the project repository.

FUNDING ACKNOWLEDGEMENTS

/ For scientific publications/press releases/blogs/deliverablesl

In addition to the acknowledgement logos in the previous page, the following combined disclaimer must be used in scientific publications/press releases/blogs/deliverables (which feature authors and in which opinions/comments/conclusions are stated).

CONTACTS

For any questions regarding the Embed2Scale graphic assets and the uses you would like to make of them, do not hesitate to contact Octavio Oliva from Digital for Planet: octavio.oliva@digital4planet.org

All Embed2Scale graphic assets, including this brand guidelines and the font, can be downloaded on the repository of the project.

ANNEX 2 – PROJECT TEMPLATES

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WP X

NAME OF YOUR WORK PACKAGE
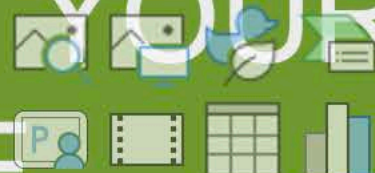
Click icon to add picture

LEAD: ORGANIZATION NAME

Click icon to add picture

Name Surname
Role
Email address

Click icon to add picture

Name Surname
Role
Email address

Click icon to add picture

Name Surname
Role
Email address

Click icon to add picture

Name Surname
Role
Email address

Click icon to add picture

LEAD: ORGANIZATION NAME

Click icon to add picture

Name Surname
Role
Email address

Click icon to add picture

Name Surname
Role
Email address

CLICK HERE TO EDIT TITLE

Click to add text

CLICK HERE TO EDIT TITLE

CLICK TO EDIT SUBTITLE

Click to add text

CLICK HERE TO EDIT TITLE

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CLICK HERE TO EDIT TITLE

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Click to add text

CLICK TO EDIT SUBTITLE

Click to add text

CLICK HERE TO EDIT TITLE

E2S EMBED 2SCALE

CLICK TO EDIT SUBTITLE

	TITLE 1	TITLE 2	TITLE 3	TITLE 4
Element 1				
Element 2				
Element 3				
Element 4				
Element 5				
Element 6				
Element 7				

CLICK HERE TO EDIT TITLE

CLICK TO EDIT SUBTITLE

TITLE 1	TITLE 2	TITLE 3	TITLE 4	TITLE 5

THE CONSORTIUM

E2S EMBED 2SCALE

THANKS FOR YOUR ATTENTION

WEBSITE:
Embed2scale.eu

E-MAIL:
info@embed2scale.eu

X / TWITTER:
@embed2scale

LINKEDIN:
embed2scale

E2S EMBED 2SCALE

Earth Observation & Weather Data Federation with AI Embeddings

DX.X:
YOUR DELIVERABLE TITLE GOES HERE

Sub-title Here If Needed

Revision: v x.x
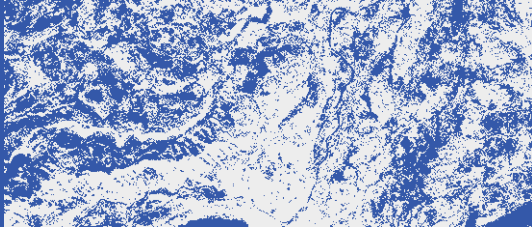
DX.X: Deliverable Title

Sub-title here if needed/appropriate

Work package	WP Number
Task	Task Number
Due date	dd/mm/yyyy
Submission date	dd/mm/yyyy
Deliverable lead	Name partner
Version	0.X
Authors	Name Surname (Partner Y)
Reviewers	Name Surname (Partner Y)
Abstract	One paragraph
Keywords	

Document Revision History

Version	Date	Description of change	List of contributor(s)
V0.1	20/02/2023	1st edit	Name Surname (*Affiliation*)

Grant Agreement No: 101131841	Topic: HORIZON-EUSPA-2022-SPACE-02-55
Call: HORIZON-EUSPA-2022-SPACE	Type of action: HORIZON-RIA

DISCLAIMER

Project funded by

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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
**State Secretariat for Education,
Research and Innovation SERI**

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Project funded by the European Commission in the Horizon Europe Programme		
Nature of the deliverable:	to specify R, DEM, DEC, DATA, DMP, ETHICS, SECURITY, OTHER*	
Dissemination Level		
PU	Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)	
SEN	Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/ EU-R	*EU RESTRICTED under the Commission Decision No2015/ 444*	
Classified C-UE/ EU-C	*EU CONFIDENTIAL under the Commission Decision No2015/ 444*	
Classified S-UE/ EU-S	*EU SECRET under the Commission Decision No2015/ 444*	

* R: Document, report (excluding the periodic and final reports)
  DEM: Demonstrator, pilot, prototype, plan designs
  DEC: Websites, patents filing, press & media actions, videos, etc.
  DATA: Data sets, microdata, etc.
  DMP: Data management plan
  ETHICS: Deliverables related to ethics issues.
  SECURITY: Deliverables related to security issues
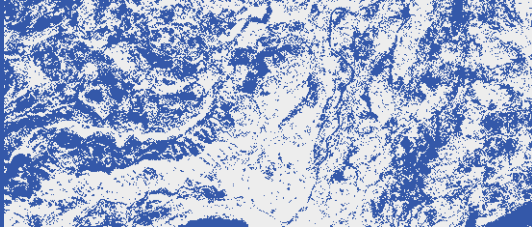 OTHER: Software, technical diagram, algorithms, models, etc.

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TABLE OF CONTENTS

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EXECUTIVE SUMMARY

About the EXECUTIVE SUMMARY:

Summaries are useful for people who have neither the time nor the inclination to read a lengthy document but who want to scan the primary points quickly and then decide whether they need to read the entire version.

A summary should be short enough to be economical and long enough to be clear and comprehensive. Don't sacrifice meaning for brevity. A short, confusing summary will take more of a busy executive's time than a somewhat longer but clear one.
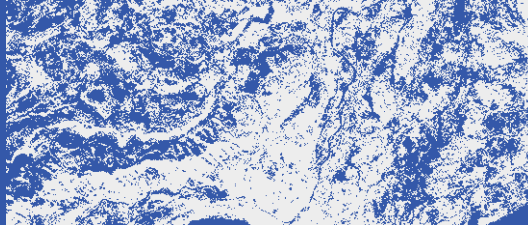
It should stand alone (hence do not refer to section numbers or WPs).

- It focuses on results (findings, conclusions, and recommendations).

- It typically provides some motivation for why the problem is interesting

- It typically mentions the research methodology.

- It does NOT need to provide a section-by-section summary.
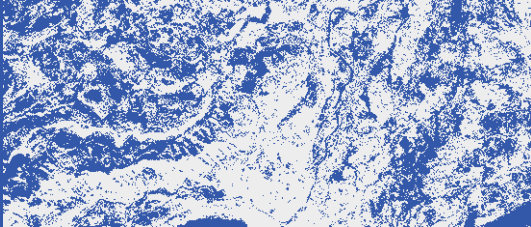
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LIST OF FIGURES

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LIST OF TABLES

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ABBREVIATIONS

IP   Internet Protocol

TCP   Transmission Control Protocol

….

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1   SECTION: ABOUT TEXT AND TITLES

GUIDANCE:

Deliverables should not refer to project-internal matters such as WPs.

1.1   FIRST SUBSECTION

Body text

- First level bullet
  - Second level bullet
    - Third level bullet…

Body text

1. First level numbered
   1.1. Second level numbered
      1.1.1.   Third level numbered

1.2   SECOND SUBSECTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris….

1.2.1   Sub-subsection

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet vitae augue. Nam tincidunt congue enim, ut porta lorem lacinia consectetur.

1.2.2   Sub-subsection

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet vitae augue. Nam tincidunt congue enim, ut porta lorem lacinia consectetur.

1.2.2.1   Sub-sub-subsection

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor.

## 2 SECTION: ABOUT FIGURES, TABLES AND REFERENCES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet vitae augue. Nam tincidunt congue enim, ut porta lorem lacinia consectetur.

2.1 ABOUT FIGURES

About figures please remember to:

- Center them

- Put Figure caption (easier to then cross-reference to them):

- Caption font size should be 10 pt italic

- Caption should be centered as well

If the picture is taken from some other sources this should be stated.
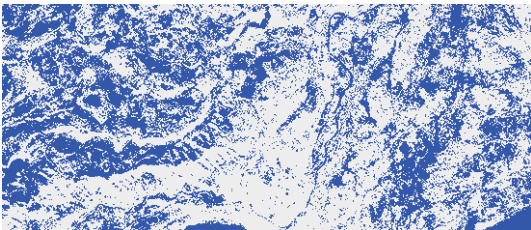
Figure 1: Duo-tone version of a satellite image depicting the area of Zürich, Switzerland

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2.2 ABOUT TABLES

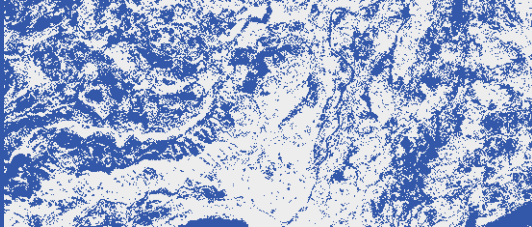About tables remember to:

- Center them
- Put a Table caption (easier to then cross-reference to them):
- Caption font size should be 10 pt italic
- Caption should be centered as well

If the Table is taken from some other sources this should be stated

Hereby a table example:

Column1	Column 2	Column 3
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell

Table 1: caption for the table

Column1	Column 2	Column 3
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell
Content cell	Content cell	Content cell

Table 2: caption for the table

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3 ABOUT REFERENCES

For what concerns the references, please, insert them as numbered "cross-reference" as indicated hereby [1] and listed in the dedicated "References", see REFERENCES.

Please insert them as endnotes (apply '1, 2, 3, …' number format). For example, reference to [] and reference to []. If you want to refer again to a reference that was already inserted earlier in the text, you can use the 'Insert Cross-reference' function and select 'Endnote'. Then select the right reference and click 'Insert'. For example, here we refer again to the first reference [1].

The use of endnotes allows you to insert references at any place at any time. Reordering happens automatically (which is not the case when using 'numbered items and is hence a big disadvantage of numbered items). The main disadvantage of using endnotes is that they do not support brackets automatically. Another disadvantage is that endnote always appear at the very end of the document. If appendices are added at the end of the document, they will be inserted before the references. Fortunately, appendices are rarely used in deliverables.

In order to **obtain references between square brackets**, you should follow the steps below:

1. Square brackets need to be typed manually for each reference that is inserted. The easiest way to do so, is to first type the brackets and then insert the endnote in between the brackets.

2. When the deliverable is in a final shape (meaning that no more references need to be added), the square brackets needs to be added manually at the end of the document in the 'References' section.

3. Please also insert a tab between the closing bracket and the reference text in order to obtain a clean alignment of the references. This is not really user-friendly, but unfortunately there is no better alternative.

4. Be careful to insert references when the document is in 'track changes' mode. Track changes may screw up numbering when cutting & pasting text including references.

5. Do NOT use 'numbered lists' for adding references. This approach will show references in the text in a non-ordered way.
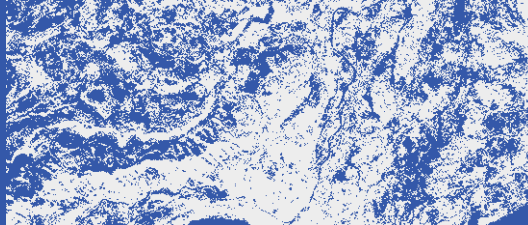
Notice that also cross references among sections and references to pictures and tables should be inserted as cross-references to numbered items so that when shifting around things in the document, the links will be automatically updated when saving it.

Sometimes for URLs you may want to use the footnote option[1] rather than the reference option as explained above.
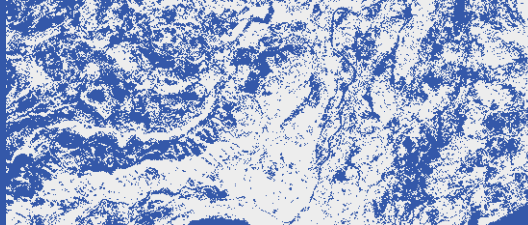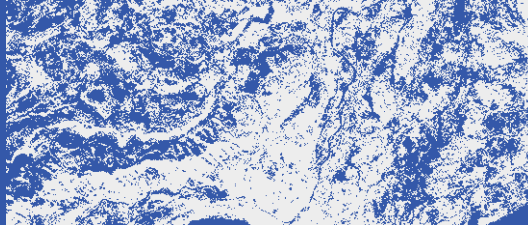
---

[1] http://www.interneturl.com

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4   CONCLUSIONS

Guidance: this section should conclude the work done and outline next steps.

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REFERENCES

[1] Authors, Title, Date…

[2] Authors, Title2, Date….

[3] URL…

[4] …

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APPENDIX A

Anything that is related but not core to the deliverable can go into appendix.

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