

LE<sup>NS</sup>SEGS

LARGE EARTH OBSERVATION  
NEW SPACE ECOSYSTEM  
GROUND SEGMENT

## COMMUNICATION AND DISSEMINATION MATERIALS V1

28/02/2025

Dissemination Level: **PUBLIC**



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## D5.2 COMMUNICATION AND DISSEMINATION MATERIALS V1

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Abstract	This deliverable is intended to list and demonstrate all the communication materials developed from the start of the LEONSEGS project to the date of submission of this document.

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Keywords	Communication; Dissemination; Earth Observation Data; Horizon Europe
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## EXECUTIVE SUMMARY

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This deliverable, named "Communication and Dissemination Materials V1" (D5.2) aims to set up the main tools that will enable the consortium to address relevant audiences with appropriate materials, in order to create awareness about the project goals, increase interest of multiple stakeholders and, in a later phase, promote project results.

All the tools presented here were developed during the first 20 months of the LEONSEGS project, supported by a strategy (D5.1 – Communication, Dissemination and Exploitation Plan), and include: project brand identity and descriptions, website, media kit, blog posts, social media, videos, newsletter, publications, events and synergies with other projects.

This document is comprised of the following sections:

1. Introduction – Project contextualisation and strategic context for planning and delivering materials to support LEONSEGS communication and dissemination activities
2. Communication and Dissemination Materials and Tools – Overview of the project main tools developed up until February 2025
3. Monitoring – List of the project communication KPIs, closely linked with LEONSEGS communication and dissemination materials, and analysis of the current status
4. Conclusions – Review of the previous content

As the project evolves, the consortium expects to identify the need for more and/or updated materials. Hence, this Communication and Dissemination Materials report will be periodically updated throughout the project's duration. Subsequent versions will be released as D5.7 (Version 2) and D5.8 (Version 3).

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## ABBREVIATIONS

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EC	European Commission
EO	Earth Observation
EU	European Union
GA	Grant Agreement
GSaaS	Ground Segment as a Service
KPI	Key Performance Indicator
POC	Proof of Concept
WP	Work Package

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## 1. INTRODUCTION

The LEONSEGS project relies on a federated environment of Earth Observation (EO) data providers. These providers collaborate through harmonised interfaces managed by a central automated multi-mission service, which coordinates and produces complex EO products for users. Hence, LEONSEGS main objectives are:

- **Federating European New Space players:** Through its Ground Segment as a Service (GSaaS) paradigm, LEONSEGS aims to broaden access to a larger market that has complex requests that could not be met by isolated providers.
- **Optimising EO-based products/services:** The project aims to deliver sophisticated EO products to end-users by intelligently searching and combining diverse datasets from the different federated providers and other external providers and archives.

The planned prototype tends to demonstrate an affordable multi-mission ground segment capable of managing various space assets, which includes different missions, instrument types, and new space constellations. As illustrated in the figure below, end-users will request specific information from the LEONSEGS platform. In response, data providers and ground station service providers will supply the platform with data. Then, the platform will generate the best, most affordable options to fulfil these requests.



FIGURE 1 – LEONSEGS PLATFORM INFOGRAPHIC

By doing so, the innovative LEONSEGS platform's main objective is to improve the availability of EO-based products for end-users while reducing the time and cost to deliver high quality,

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complex EO products and services. It will foster a sustainable, collaborative New Space ecosystem in Europe, increasing the exploitation of EU space assets.

Effective communication is then vital for spreading the platform's benefits to different stakeholders. Therefore, the project activities are thought out to achieve key goals like communicating and disseminating project outcomes to a broad audience, including non-technical audiences; engaging international scientific and technical dissemination, as well as relevant industrial and academic communities; contributing to New Space standardisation and agile Proof of Concept (POC) building; and identifying future commercial opportunities to support a sustainable New Space ecosystem.

This deliverable is designed to provide a report on the communication and dissemination materials developed from the beginning of the project until February 2025. It is important to note that there was a period during which communication and dissemination activities slowed down, due to the need to adjust the project work plan after a partner departure and the onboarding of a new partner.

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## 2. COMMUNICATION AND DISSEMINATION MATERIALS AND TOOLS

To promote the project's objectives, activities, and findings in a clear and tangible way, extensive communication and dissemination activities were meticulously planned in D5.1 – Communication, Dissemination and Exploitation plan. That plan laid out the strategy for communication and dissemination activities, providing a road map for effectively engaging with stakeholders, and disseminating project-related information, taking into account four specific principles: coherence, clarity, personalisation and multi-channel communication.

In LEONSEGS project, F6S assumes the leadership in communication and dissemination activities within the Work Package (WP) 5. This entails established appropriate mechanisms and tools to maximise project visibility. Close collaboration between all partners ensures the harmonisation of communication and dissemination activities within the LEONSEGS project. This is achieved via monthly WP5 online meetings. Other meetings to discuss specific communication and dissemination-related activities are also set up when needed, such as, for example, meetings dedicated to events preparation, and the development of the corresponding materials needed.

The strategy for the LEONSEGS project includes a diverse number of tools specifically thought and created to engage the target audience effectively: from traditional mediums such as flyers and publications, to modern digital platforms including social media channels and a website, each communication tool is strategically chosen to maximise outreach and impact.

The use of a diverse range of communication tools enables the project to cater to varied preferences and engagement styles of its audience. It is also worth noting that, as the project reaches a later stage, new tools are expected to be developed, such as, for example, success stories and a final video.

### BRAND IDENTITY

As presented in D5.1 – Communication, Dissemination and Exploitation Plan, LEONSEGS brand identity aims to be professional, modern, innovative, but also original and creative since it is important to distinguish this brand from all the others that already deal with space data and usually have a more “engineering/scientific” look.

Below are the final results from LEONSEGS Brand Guidelines document (including logo, colour palette, typography and logo usage recommendations):

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FIGURE 2- LEONSEGS LOGO



FIGURE 3 - LEONSEGS LOGO WITH TAGLINE

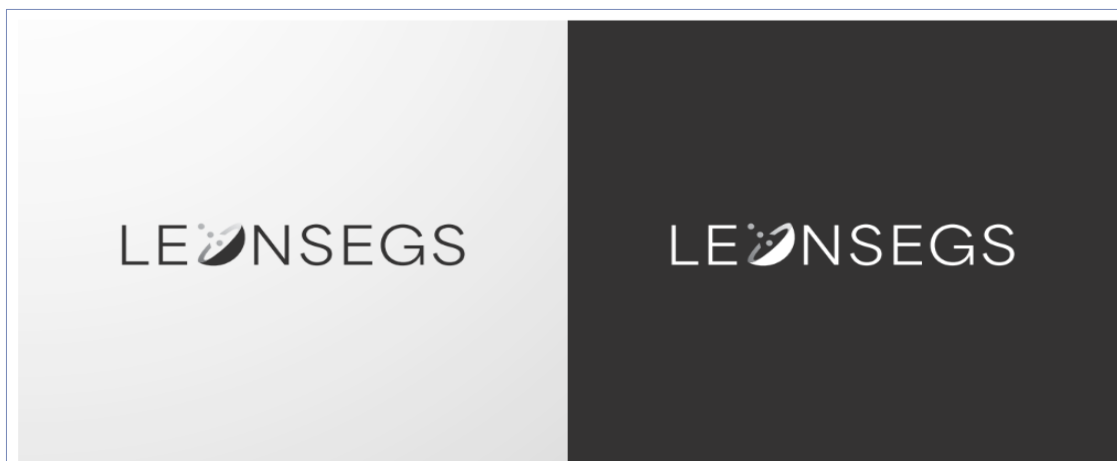


FIGURE 4 - LEONSEGS LOGO BLACK AND WHITE VERSIONS

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FIGURE 5 – LEONSEGS COLOUR PALETTE

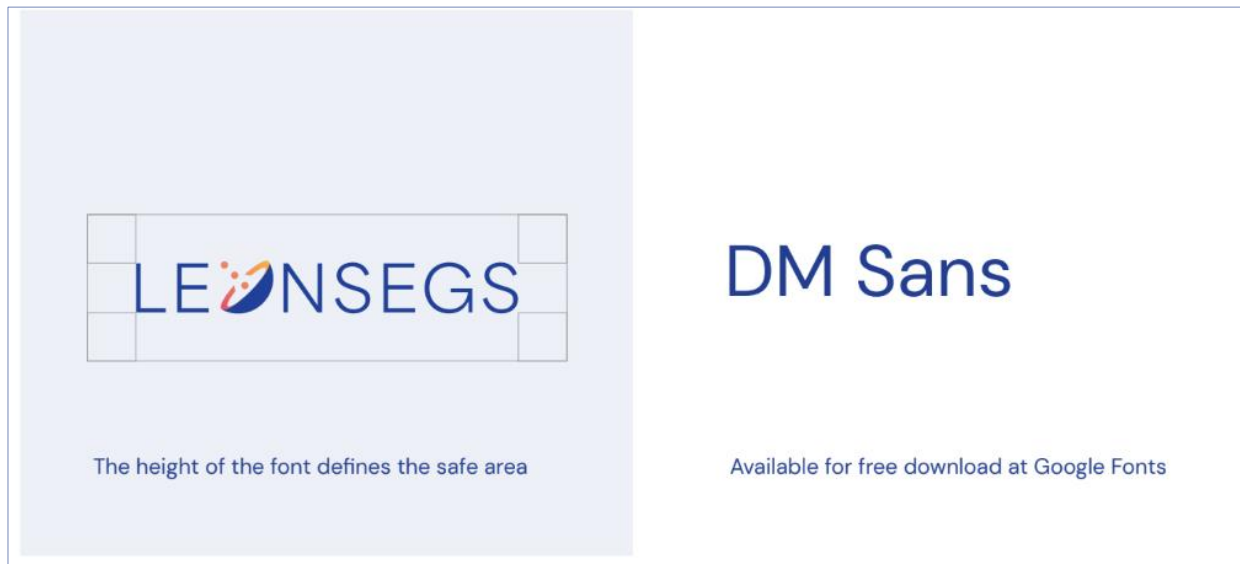


FIGURE 6 – LEONSEGS TYPOGRAPHY

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FIGURE 7 – LEONSEGS LOGO USE RECOMMENDATIONS

## 2.2 PROJECT DESCRIPTIONS

To support the project presentation on different placements, from social media bios to partner’s websites, a tagline and a longer project description have been prepared.

### Tagline:

Revolutionising the future of the Earth Observation data business landscape

### Description:

LEONSEGS is a federated environment (called Multi-mission Earth Observation Ground Segment Service Platform) of Earth Observation (EO) data providers that collaborate all together through harmonised interfaces and that are managed by a central automated multi-mission service, able to coordinate and produce for the end-user complex EO products.

There are different types of EO data providers:

- EO products providers (like for instance existing EO constellation operators that offer their data and products)
- EO satellite constellations (satellites that are managed by a Ground Segment as a Service – GSaaS – solution, and that allows not only access to data and products but tasking of future acquisitions).

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The proposed multi-mission ground segment shall be able to:

- Federate European New Space players through its GSaaS paradigm, widening their access to a larger market whose complex requests could not be served in an isolated manner
- Offer optimised and sophisticated EO-based products/services to end-users, on the basis of intelligent search and best combination of heterogeneous datasets, from the different federated providers and other external providers and archives.

## 2.3 TEMPLATES

Internal communication materials, like the Microsoft Word and PowerPoint templates were created for the exclusive use of the project partners, in order to maintain a cohesive visual communication when presenting the project.

The Word template will be mainly used for project deliverables like this one, allowing every partner to share the same document structure and design, which gives coherence to the consortium work.

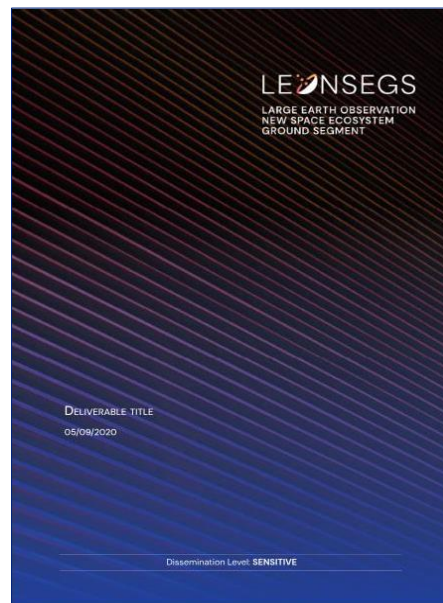


FIGURE 8 – DELIVERABLE TEMPLATE COVER

As for the PowerPoint presentation template, it will be used by the partners to pitch the project to potential stakeholders or showcase project developments and achievements. It is essential to keep visual harmony and coherence in the project's external communication.

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FIGURE 9 – POWERPOINT TEMPLATE COVER

Both templates were made available at the beginning of the project and have been updated after the onboarding of the new partner, to reflect the new consortium composition.

## 2.4 VIRTUAL BACKGROUND

To enhance the cohesion of the project virtual meetings and online events, a custom virtual background was developed. This background features the project logo, the EU funding support, and other elements associated with LEONSEGS branding, creating a consistent and branded environment for all participants.

The virtual background has been designed to be visually appealing and engaging, while maintaining a professional tone. It is optimised for use on various platforms and can be easily applied by participants before joining a meeting or event.

By utilising this virtual background, the project aims to create a sense of unity and belonging, fostering a more immersive and interactive experience. Additionally, the background will help to minimise distractions and enhance the overall visual quality of the virtual interactions, contributing to a more productive and enjoyable meeting experience.

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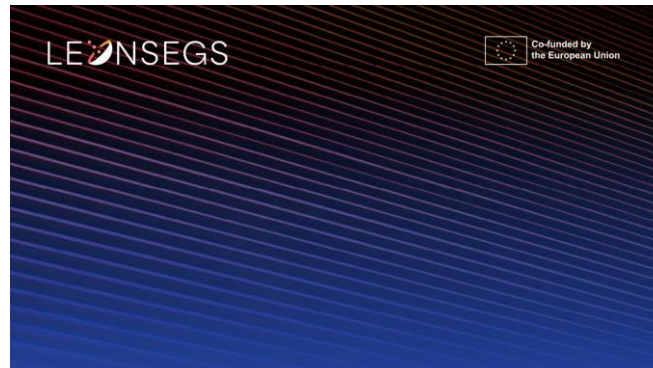


FIGURE 10 – LEONSEGS VIRTUAL BACKGROUND

## 2.5 WEBSITE

As it was proposed in the Grant Agreement, the website [www.leonsegs.eu](http://www.leonsegs.eu) was launched in the third month of the project. Designed to provide professionalism and trust, it was also prepared to be user-friendly for the project's target audiences, taking them to the world of EO and explaining what innovations LEONSEGS intends to bring to it. The website intends to cater to the diverse needs of all LEONSEGS stakeholders by offering clear information.

In the homepage, users are able to see a slideshow that displays key images with the project goals, which serves as a way to engage the audience to the project. The about page offers a detailed overview of the project, including information on partners and insightful infographics to improve the understanding of the project's objectives.

The insights page serves as a place to share relevant content such as blog posts, success stories, interviews, use cases, recommendations, public reports, and a media relations pack. Additionally, the contact page provides a convenient contact form for easy communication with the project consortium.

It is also important to note that, looking ahead, the website will change in order to include dedicated pages for project-related business, further highlighting the business potential of LEONSEGS and fostering collaboration within the community. Therefore, this update will be closely aligned with the project dissemination and exploitation plans.

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FIGURE 11 – LEONSEGS WEBSITE

## 2.6 MEDIA KIT

A media kit is available on the project website and it contains various resources, including visuals with the essence of LEONSEGS. Within this kit, stakeholders and journalists will discover materials such as infographics, quote cards, a promotional flyer, a poster and a video presentation.

The visuals are powerful tools able to represent the project, making it distinct and known to a wide audience. Infographics explain a little bit more about the project, while quote cards highlight impactful statements from the project partners. The promotional flyer and poster display the design and information of project objectives and achievements, inviting the viewer to learn more about it. Additionally, the video brings the project to life, offering a dynamic overview of its goals and significance.

In essence, the media kit stands as a place of information and engagement, providing the tools journalists and stakeholders need to delve deeper into the project's initiative and share its story with the world.

This media kit has been updated after the onboarding of the new partner, to reflect the new consortium composition.

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The flyer features a blue and orange color scheme. At the top left is a QR code. The main title 'LEONSEGS' is in large blue letters, with the subtitle 'LARGE EARTH OBSERVATION NEW SPACE ECOSYSTEM GROUND SYSTEM' below it. A red banner asks 'What is LEONSEGS?'. The main headline reads 'Revolutionising the future of the Earth Observation data business landscape'. A satellite icon is shown next to a paragraph describing a 30-month project. Another red banner asks 'By joining LEONSEGS, you will:'. A list of five bullet points follows, describing access to data, externalization of infrastructure, contribution to leadership, and collaboration. A satellite dish icon is on the right. The bottom section is titled 'The future of Earth Observation Data is Here!' and lists partners: gmV, Paris Lodron Universität Salzburg, FBS, and AISTECH. It also includes the European Union logo and a disclaimer.

**What is LEONSEGS?**

**Revolutionising the future of the Earth Observation data business landscape**

A 30-month project that started in July 2023, with the goal to develop a prototype of a multi-mission ground segment that can coordinate and produce complex EO products for end users, by federating different EO data providers that support the heterogeneity and diversity of the New Space ecosystem.

**By joining LEONSEGS, you will:**

- **Access and use EO data from multiple sources and missions**, through harmonized interfaces and the central automated service
- **Externalize your ground segment infrastructure or access new markets**, if you are an EO data provider
- **Contribute to European EO leadership and innovation**, with disruptive solutions for complex scenarios of multiple collaborative missions
- **Collaborate with other EO stakeholders**, such as private sector, EU policymakers and end users

**The future of Earth Observation Data is Here!**

**Partners**

gmV | PARIS LODRON UNIVERSITÄT SALZBURG | FBS | AISTECH | Co-funded by the European Union

www.leonsegs.eu | info@leonsegs.eu

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FIGURE 12 – LEONSEGS FLYER

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FIGURE 13 –LEONSEGS POSTERS



FIGURE 14 –LEONSEGS VIDEO

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## 2.7 BLOG POSTS

The blog available via the project website will serve as a vital communication tool in LEONSEGS, offering a dynamic way to disseminate information, engage stakeholders and foster community interaction. In LEONSEGS several blog posts are already published and a few are planned for the next period until the project ends. The blog posts will aim to make complex information accessible and engaging.

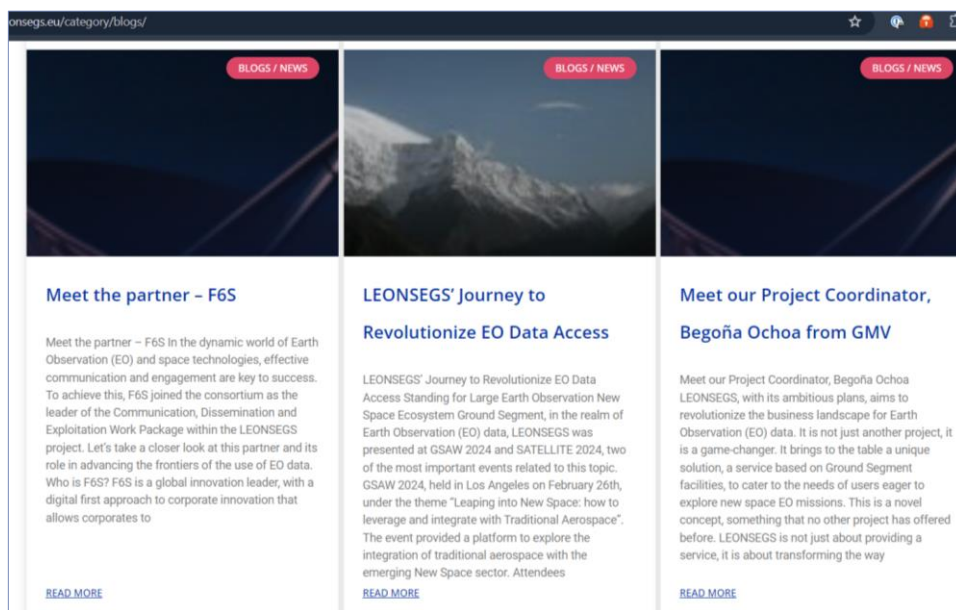


FIGURE 15 – LEONSEGS BLOG ON THE WEBSITE

## 2.8 SOCIAL MEDIA

As presented in D5.1 – Communication, Dissemination and Exploitation Plan, LinkedIn, X and YouTube are the three social networks on which dedicated pages for LEONSEGS have been created. To guarantee a coherent presence, different social media templates have been developed, as shown in the two examples below.

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FIGURE 16 – SOCIAL MEDIA TEMPLATE FOR EVENTS PROMOTION



FIGURE 17- SOCIAL MEDIA TEMPLATE FOR PARTNERS PRESENTATION

In the first stage of the project, the focus centred on establishing a robust online presence, cultivating a cohesive brand identity, and expanding LEONSEGS digital network. As tangible

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project results were not expected in these first months of the project, the strategic approach prioritised laying the groundwork for future engagement and dissemination efforts.

A key component of this strategy involved maintaining a consistent yet measured presence on online media platforms. By posting a moderate number of updates each month, the consortium aimed to strike a balance between staying active and engaging its audience without overwhelming it with irrelevant information. This approach ensured that the project remained visible and relevant without saturating the project’s followers.

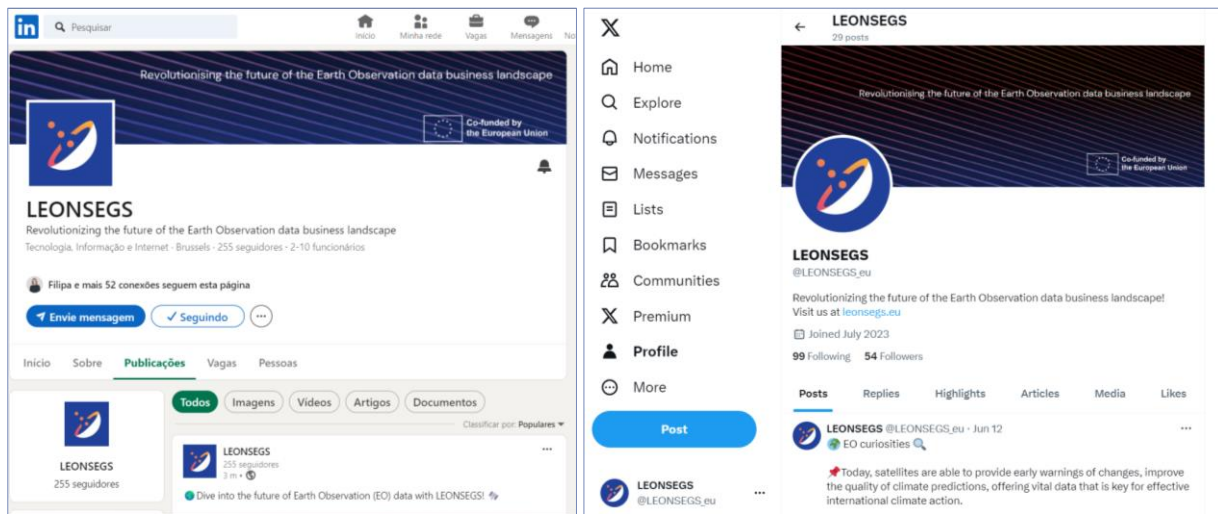


FIGURE 18 – LEONSEGS LINKEDIN AND X PAGES

It is also important to note that during this period, there were necessary changes within the consortium, leading to adjustments in the Grant Agreement. As a result, there were brief periods where social media activity may have been less pronounced. However, these adjustments were essential for ensuring the project's long-term success and sustainability.

Therefore, although there was a slight delay in the communication activities, there has been a steady and consistent increase in the number of followers on LinkedIn platform, indicating growing interest in the project.

Regarding X platform, there has been a decrease in the number of followers, which the consortium believes to be related with the number of users that seem to have left the platform, as announced by recent news, as well as new X rules that resulted in accounts being deleted.

Notably, a successful social media campaign has been executed to introduce the project partners, complemented by engaging blog interviews with each one. This collective effort

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has officially introduced the project online, with a video presentation made available to amplify the reach.

Furthermore, the social media initiatives have expanded with the launch of two new campaigns: the “did you know” campaign and the “EO curiosities” campaign, both centred around the project and its focal topic of Earth Observation. These endeavours are set to further reach LEONSEGS engagement with audiences and foster greater awareness of the project activities and significance.

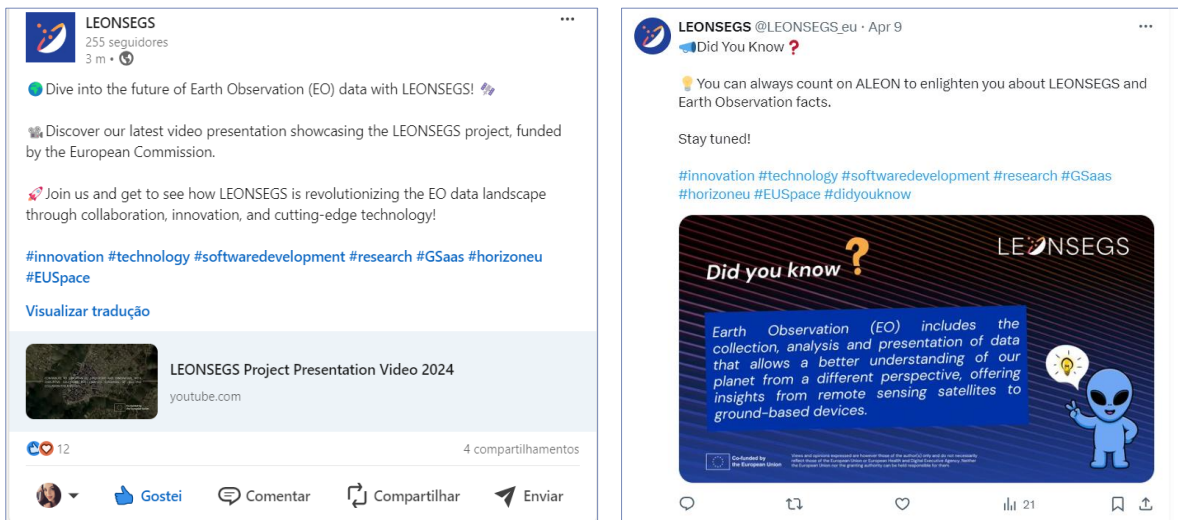


FIGURE 19 – LEONSEGS LINKEDIN AND X POSTS

## 2.9 VIDEOS

Three videos were developed so far in order to introduce and promote the project. The first video was released in October 2023 as a sneak peek of the project with the aim to create initial interest and curiosity among the target audience.

Then, later in the same month, a short presentation video was created to provide a clearer overview of the project’s objectives and visions, with a more detailed introduction while still appealing to a broader audience.

Following this, a third video was released in February 2024. A more comprehensive project presentation that was intended to delve deeper into the project’s subject. The three videos were strategically planned and posted on the project’s website and social media with the objective of maximising engagement and reach. Each video was important and thought out to build awareness and foster a connection with the public, ensuring they stayed informed and interested in the project’s mission, activities and progress.

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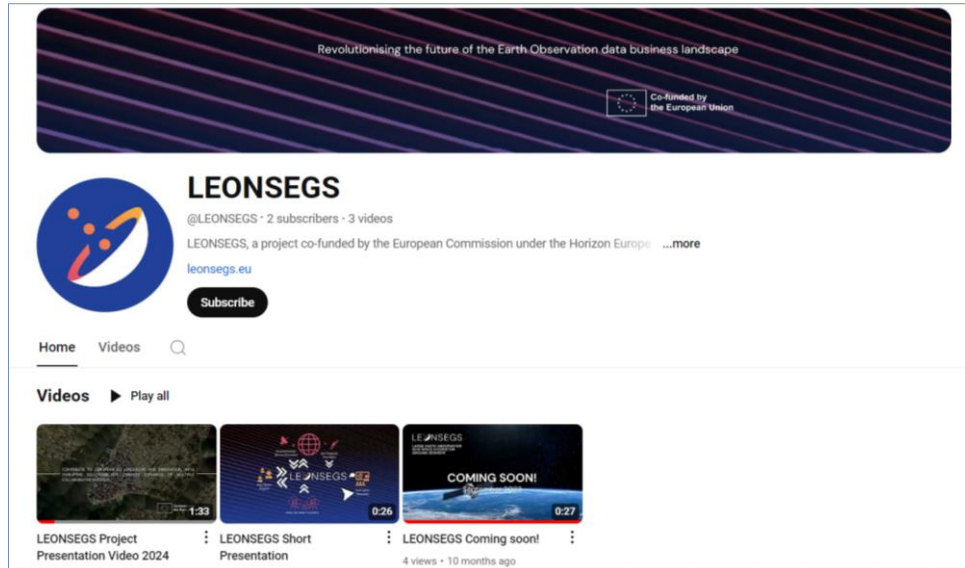


FIGURE 20 – LEONSEGS YOUTUBE CHANNEL

## 2.10 NEWSLETTER

In M6, the LEONSEGS project reached another milestone with the launch of its inaugural newsletter. This development signifies a concerted effort to enhance communication and engagement with stakeholders by delivering timely updates, insights and highlights directly to their inbox. Through the newsletter, subscribers got exclusive access to important project information and upcoming events. The newsletter serves as a vital channel for fostering a sense of community and ensuring that stakeholders remain informed and involved in the ongoing journey of the LEONSEGS initiative.

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Figure 21 - LEONSEGS newsletter

The next newsletter issue will include the project's latest news, aiming to inform and engage the target audience, fostering a sense of community and transparency.

## 2.11 PUBLICATIONS

Scientific publications are seen by the consortium as an integral part of the communication and dissemination activities. These are a key resource for sharing knowledge and showcasing project achievements. They aim to reach a wide audience, including policymakers, researchers, stakeholders, and the general public, thereby enhancing the project's visibility and impact.

In the LEONSEGS project, recommendations in the format of scientific publications or white-papers to policy-makers will be based on reliable science-based research results that support sustainable and safe exploitation of space. They are aimed to raise the needed discussions at EC policy levels for enabling mechanisms that promote non-dependence on EO, and integrate EO-based services for increasing efficiency in both public services and private business by offering new or better space-based services to society at large.

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As presented in D5.3 – Scientific and Technical Abstracts Compilation v1, LEONSEGS partner PLUS has published four scientific publications so far, all of which as open access:

No	Title	Authors	Conference/Paper
I	An Advanced Framework for Semantic Querying of The Dynamic World Dataset	Martin Sudmanns, Lisah Ligonu, Hannah Augustin, Lucas van der Meer, Dirk Tiede	Proceedings of the 2023 conference on Big Data from Space, Soille, P., Lumnitz, S. and Albani, S. editor(s), Publications Office of the European Union, Luxembourg, 2023, doi:10.2760/46796, JRC135493, pp 357–360
II	Semantic World – A Novel Benchmark Dataset for Semi-Supervised Semantic Segmentation	Felix Kröber, Dirk Tiede, Andrea Baraldi, Sébastien Lefèvre.	43rd EARSeL Symposium, Manchester, UK, June 17th to 20th, 2024; conference proceedings (book of abstracts)
III	An Approach for the Semantic Enrichment of Sentinel-1 Imagery Suitable for Large-scale Analysis	Luke McQuade, Martin Sudmanns, Dirk Tiede	43rd EARSeL Symposium, Manchester, UK, June 17th to 20th, 2024; conference proceedings (book of abstracts)
IV	One-layer RGB representation of big EO data analyses for supporting the visual communication of multi-temporal change detection	Dirk Tiede, Hannah Augustin, Thomas Strasser, Steffen Reichel, Markus Kerschbaumer, Kristýna Měchurová, Martin Sudmanns	43rd EARSeL Symposium, Manchester, UK, June 17th to 20th, 2024; conference proceedings (book of abstracts)

TABLE 1 – SCIENTIFIC PUBLICATIONS

It is worth mentioning that one of these included a poster presentation that was awarded with the best poster award.

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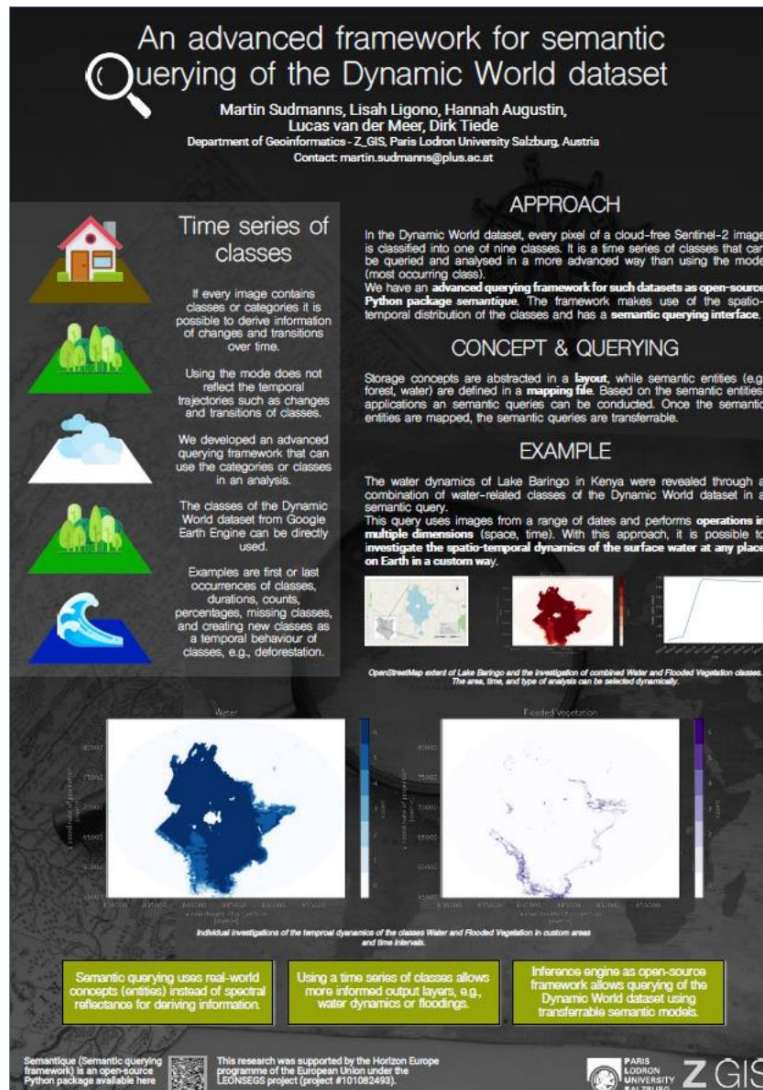


FIGURE 22- POSTER THAT HAS BEEN AWARDED WITH THE BEST POSTER AWARD AT ESABIG DATA FROM SPACE CONFERENCE

## 2.12 EVENTS

Participation in external events is a core aspect of the LEONSEGS project's dissemination and communication strategy. This approach aims to boost impact, promote project results, present key findings, and spark interest among target groups. All project partners are invited to list the events they plan to attend or have attended. Topics, speakers, and strategies are

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discussed internally, and the final decision on whether to attend each event is made during the project board meeting.

During the selected event, partners must showcase LEONSEGS promotional material, which is adapted to each event's requirements. They are required to collect and compile footage of key moments, report on their participation, and ensure significant promotion through online channels. Partners are reminded, and the event participation tables are updated regularly.

By the time of this report, the consortium partners have presented the project at the following events:

No	Name	City	Date
I	ESA BIG Data from Space	Vienna	6–9 Nov 2023
II	Ground System Architectures Workshop	Los Angeles	26–29 Feb 2024
III	SATELLITE 2024	Washington DC	18–21 March 2024
IV	EARSeL symposium 2024	Manchester	17–20 June 2024
V	Webit 2024	Sofia	23 October 2024
VI	European Space Conference	Brussels	28–29 January 2025
VII	EU-funded R&I for Earth Observation Technologies workshop	Brussels	21 February 2025

TABLE 2 – EVENTS ATTENDED

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## Multi-Mission Earth Observation

Large Earth Observation New Space Ecosystem Ground Segment



The Multi-Mission Earth Observation Ground Segment Service Platform is a federated environment of EO data providers that collaborate all together through harmonized interfaces, which are managed by a central automated multi-mission service, able to coordinate and produce complex EO product. Thus, **LEONSEGS** federates both New Space players supporting the heterogeneity of the New Space ecosystem through harmonized interfaces, and traditional EO products providers, with the aim to enabling interoperability among multiple EO missions.



GMV contributions are focused, on one hand, over a scalable, automatable, flexible and resilient multi-mission solutions for ground segment able to be adapted and able to operate efficiently in complex scenarios; and on the other hand, towards a proof of concept of a Multi- Mission Planning for the federated Earth Observation missions

**GMV** coordinate **LEONSEGS** which includes other 3 partners, involving three different countries.

<https://leonsegs.eu/>



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FIGURE 23 – LEONSEGS PRESENTATION IN A BROCHURE DISTRIBUTED BY GMV AT THE EUROPEAN SPACE CONFERENCE

Dissemination Level: **PUBLIC**

It is worth noting that the consortium not only participated at events, but also had an active role. PLUS organised a dedicated workshop on "Semantic & Explainable Analysis of Big Data" at the 43rd EARSeL symposium, directly related to research conducted within LEONSEGS.

## LEONSEGS highlights at the 43rd EARSeL Symposium

LEONSEGS participated, through its partner Paris Lodron University of Salzburg (PLUS), in the 43rd EARSeL Symposium, held in Manchester from June 17th to 20th, 2024. This prestigious international conference focused on research exchange in Earth Observation (EO) and attracted a diverse audience of around 200 researchers, students and professionals from Earth and environmental sciences that work with remotely sensed data.

The event, organized by EARSeL (European Association of Remote Sensing Laboratories), counted on the participation of LEONSEGS project partner PLUS, whose team of experts included Felix Kröber, Martin Sudmanns, Luke McQuade, Sohpia Klausner and Dirk Tiede. Their involvement underscored the project's dedication to advancing in the field of earth observation analysis through innovative research and collaboration.

Therefore, one of the highlights of this event was a thematic workshop, organised by PLUS, regarding "semantics" in EO analyses – the core element of the research PLUS is conducting within the LEONSEGS project. Three presentations were carried out, each exploring different facets of semantic analysis and its applications, which led to interesting discussions among attendees.

Throughout the symposium, PLUS also actively engaged with the scientific community by distributing informative Flyers about the project, helping to raise awareness about its objectives and activities. Moreover, attendees appreciated the depth of knowledge shared during the workshop and the opportunity to discuss the latest developments in earth observation analysis.

The participation of LEONSEGS represented a very important moment for the project's communication, allowing it to be part of an event that exemplifies the importance of international collaboration in driving research and technological innovation forward.



FIGURE 24- LEONSEGS PARTICIPATION AT 43RD EARSEL SYMPOSIUM

Looking ahead, and as presented in D5.1 – Communication, Dissemination and Exploitation Plan, the LEONSEGS consortium plans to organise more events, including stakeholders' workshops, workshop with sister projects and policy recommendation workshop.

Organising these events will aim to facilitate engagement and communication with target audiences. All partners are expected to contribute by providing content and ideas, as well as supporting event promotion through their networks to encourage participation.

Dissemination Level: **PUBLIC**

## 2.13 SYNERGIES WITH ONGOING EU PROJECTS AND INITIATIVES

Preparing communication and dissemination materials to reflect the actions taken in synergy with other EU-projects is also part of the LEONSEGS strategy.

The consortium has identified and started contacting projects within the ecosystem that complement LEONSEGS, to introduce the project activities and suggest establishing a light synergy to collaborate on communicating and disseminating results, which can help generate visibility for everyone's outcomes.

The second step of the strategy defined is to organise a joint meeting with the projects interested in collaboration opportunities, where they can introduce their projects, present results, and outline what they aim to achieve from a dissemination, exploitation, and impact perspective. This meeting also helps identify who will benefit from the results and what kind of communication materials should be prepared. Afterwards, selecting the appropriate channels—such as social media, press and media, or events—will depend on the target stakeholders identified by the project group. Finally, a joint dissemination plan with a timeline, dissemination activities, target dates, and activity owners is prepared (e.g., cross-posting).

One first example of this approach is the material prepared and published in LEONSEGS social media channels, presenting the synergy between LEONSEGS and MESEO project. This was agreed between the two projects, after an introductory meeting during which potential joint activities were discussed.

Dissemination Level: **PUBLIC**



FIGURE 25 – VISUAL PRESENTING LEONSEGS SYNERGY WITH MESEO

Dissemination Level: **PUBLIC**

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### 3. MONITORING

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As presented in D5.1 – Communication, Dissemination and Exploitation Plan, keeping track of communication and dissemination activities and monitoring its results it's the only way to measure if the project is reaching the established KPIs (according to the GA) and to potentially overpass them.

These KPIs are closely linked with LEONSEGS communication and dissemination materials. The following table presents the critical KPIs being tracked to prove the overall value of LEONSEGS communication and dissemination activities, and to set further guidance.

Dissemination Level: **PUBLIC**

Activity	KPI	Achieved*1	Percentage achieved
<b>Promotional Materials</b>			
Poster	1	2	200% ✓
Flyer	1	1	100% ✓
Media Kit	1	1	100% ✓
<b>Social Media</b>			
Followers	500	326	65.20%
Posts	100	106	106% ✓
<b>Videos</b>			
Videos (including 1 by M12 and other by M30)	2	3	150% ✓
<b>Newsletter</b>			
Number of issues	5/6 (bi-annual)	1	20%
<b>Website</b>			
Unique visitors	3.000 (1.00/year)	6.411	213.70% ✓
Interviews	5	3	60%
Success stories	6	0	0%

Dissemination Level: **PUBLIC**

Blog Posts	5	6	120% ✓
<b>Events</b>			
Events attended/organised	12 (4-6/year)	7	58.33%
Workshop with clustering activities	1	0	0%
Workshop at international conference	1	1	100% ✓
Policy recommendations workshop	1	0	0%

TABLE 3 – KPIs

By the time of this report, the project has already reached or even surpassed the goals defined for the full duration of the project in 8 out of the 15 communication and dissemination KPIs. It is worth noting that, although the number of videos planned has already been achieved, the consortium is still committed to develop at least one more at the end of the project, as initially planned.

<sup>1</sup> Status on 25 February 2025

Dissemination Level: **PUBLIC**

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## 4. CONCLUSIONS

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This deliverable was crafted to gather all the LEONSEGS communication and dissemination materials, with the ultimate goal being to help LEONSEGS stay sharp and focused, relevant and connected.

LEONSEGS is committed to a differentiative approach, tailored to each specific audience, as well as respecting the specificities of the different communication and dissemination channels considered in the project Communication and Dissemination Plan. With this commitment in mind, different communication materials have been developed.

The communication and dissemination materials are closely linked with critical KPIs, hence the consortium is also committed to regularly monitor these indicators. As a result, by the time of this report, 8 out of the 15 communication and dissemination KPIs defined for the full duration of the project have already been achieved and some of them largely surpassed.

As the project evolves, and especially as its final phase approaches, the consortium expects to find the need for new materials, such as, for example, success stories and a final video, to disseminate project results. Hence, this report will be considered as a living plan that will go through a number of iterations through the project.

Dissemination Level: **PUBLIC**