

# Coordinating and integrating state-of-the-art Earth Observation Activities in the regions of North Africa, Middle East, and Balkans and Developing Links with GEO related initiatives towards GEOSS



## D6.7 Mid-term Report on Dissemination Activities

<b>Contract Number</b>	H2020 SC5-18b-2015, Project GA number: 690133	<b>Acronym</b>	GEO-CRADLE
<b>Full title</b>	Coordinating and integrating state-of-the-art Earth Observation Activities in the regions of North Africa, Middle East, and Balkans and Developing Links with GEO related initiatives towards GEOSS.		
<b>Project URL</b>	<a href="http://geocradle.eu">http://geocradle.eu</a>		
<b>EC Project Officers</b>	Ms Gaëlle LE BOULER		

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Prepared by	Teodora Secara and Alexandra Jercaianu					
Quality Assurance	Lefteris Mamais - Technical & Quality Assurance Manager, Haris Kontoes - Project Coordinator					
Contact Person	Haris Kontoes			Project Coordinator		
	Metaxa & Vas. Pavlou Str. • 152 36 Penteli, Greece					
	Email	kontoes@noa.gr		Phone	+30-2108109113	Fax





## Project Information




















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**Call Identifier:** SC5-18b-2015, Integrating North African, Middle East and Balkan Earth Observation capacities in GEOSS.

**Project GA number:** 690133

**Project Title:** GEO-CRADLE - Coordinating and integRating state-of-the-art Earth Observation Activities in the regions of North Africa, Middle East, and Balkans and Developing Links with GEO related initiatives towards GEOSS.

## Project Beneficiaries:

ID	Participant Organisation Name	Country	Logo
1	National Observatory of Athens (NOA) - <b>Coordinator</b>	Greece	
2	Interbalkan Environment Center (IBEC)	Greece	
3	Center for Environment and development for the Arab Region and Europe (CEDARE)	Egypt	
4	Research and Studies Telecommunications Centre (CERT)	Tunisia	
5	Tel Aviv University (TAU)	Israel	
6	Cyprus University of Technology (CUT)	Cyprus	
7	TUBITAK UZAY Space Technologies Research Institute (UZAY)	Turkey	
8	Space research and technology institute (SRTI)	Bulgaria	
9	National Institute of R&D for Optoelectronics (INOE)	Romania	
10	University of Ss Cyril and Methodius (USCM)	FYROM	
11	Institute for Nature Conservation in Albania (INCA)	Albania	
12	Institute of Physics Belgrade (IPB)	Serbia	
13	CIMA Research Foundation (CIMA)	Italy	
14	Academy of Athens (AOA)	Greece	
15	INOSSENS (INS)	Serbia	
16	European Association of Remote Sensing Companies (EARSC)	EU	
17	EURISY	EU	
18	EuroGeoSurveys (EGS)	EU	
19	World Radiation Center (PMOD/WRC)*	Switzerland	

\*Note: Switzerland is not requesting financial contribution from the EC



## Executive Summary

The current report covers the dissemination activities undertaken by project partners between February 2016 and April 2017.

The document includes the following sections:

- Introduction;
- Dissemination activities: a summary of the dissemination activities performed during the first reporting period and the dissemination channels used by consortium members, including Eurisy's contribution (as the Task Leader) and identified best practices;
- Evaluation of impact;
- Next steps.



## Acronyms and Abbreviations

Acronym	Description
DAB	Discovery and Access Broker
DM	Dissemination Manager
EM	Exploitation Manager
EO	Earth Observations
GAW	Global Atmosphere Watch
GCI	GEOSS Common Infrastructure
GGO	Greek GEO Office
LO	Liaison Office
LOR	Liaison Officer
LOs	Liaison Office Secretary
NOA	National Observatory of Athens
OB	Objective
PC	Project Coordinator
PCT	Project Coordination Team
PO	Participating Organization
RC	Regional Coordinators
RDH	Regional Data Hub
RoI	Region of Interest
WMO	World Meteorological Organization



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## **1 Introduction**

The current document is based on partners' reports on their activities. These were collected through an online questionnaire (available [here](#)). Throughout the report, partners were asked to describe in detail their dissemination activities, the channels used, the target groups reached and the region of interest covered. Through the reports partners were asked to cover both online and offline communication channels.

Until presently partners were being asked to report on their dissemination activities every six months throughout the duration of the project. However, to boost exchanges with and among partners, a more frequent reporting scheme was proposed and approved by the Project Coordination Team. This measure is expected to also help the project's communication and dissemination teams in streamlining their work and reporting responsibilities.

## **2 Dissemination activities**

### ***2.1 Events and exhibitions***

Between February 2016 and April 2017 the following conferences and meetings have been reported by project partners. They cover public, internal and external B2B meetings.



Event name	Date/ Location	Type	ROI	Target group	Details
<b>1<sup>st</sup> Geo-Cradle Workshop/ 1<sup>st</sup> EGS Networking event</b>	18-19 February 2016 Athens, Greece	Project Meeting	All	Project partners	Project kick-off meeting organised by NOA. The event was attended by 85 participants from North Africa, Middle East and the Balkans, including representatives of the GEO-CRADLE consortium members, officers from the European Commission and the GEO secretariat and other regional stakeholders. Details on the event can be found <a href="#">here</a> .
<b>Regional GEO-CRADLE Stakeholders Meeting</b>	24 April 2016 Cairo, Egypt	Public	Middle East	End users Decision makers (non-space) Academia	The event was organised by CEDARE to introduce GEO-CRADLE and other two projects to the stakeholders in Egypt. The event was attended by 80 participants from Lebanon, Jordan, Palestine, Morocco and Egypt. Details on the event can be found <a href="#">here</a> .
<b>The Copernicus Value Chain Workshop</b>	26-27 April 2016 Brussels, Belgium	Public	Europe	Industry / Intermediate - users Decision makers space and non-space	Organised by the European Commission, the event was attended by GEO-CRADLE PCT members to pursue engagement with additional stakeholders in the RoI. The event was attended Details on the event can found <a href="#">here</a> .
<b>Horizon 2020 Space Info Days</b>	19-20 April 2016 Ljubljana, Slovenia	Public	Balkans	End users Intermediate users Decision makers space and non-space	Organised by COSMOS2020 and Enterprise Europe Network the event brought together local and regional interested stakeholders interested in H2020 funding opportunities. Eurisy attended a round table discussion and presented GEO-CRADLE among its activities. Details on the event can be found <a href="#">here</a> .
<b>Joint Ankara University - TUBITAK Meeting</b>	April 2016 Ankara, Turkey	Bilateral	Middle East	Academia Decision markers (space)	This bilateral meeting with academics from Ankara University Agricultural Faculty focused on defining areas for a possible public event on food security.
<b>10th GEO European</b>	31 May -1 June	Public	All	All	Organised by EASME, the event



<b>Projects Workshop 2016</b>	2016 Berlin, Germany				gathered representatives from science, business and public administration to discuss how European EO initiatives can contribute to GEOSS. On this occasion, the GEO-CRADLE consortium together with ConnectinGEO organised an embedded session on <i>Regional dimension for GEO and capacity building priorities</i> . Speaker presentations and event agenda available <a href="#">here</a> :
<b>H2020 Info Day</b>	May 2016 Konya, Turkey	Bilateral	Middle East	Decision makers (space) Decision makers (non-space)	Project Partner TUBITAK met with officials from Republic of Turkey Ministry of Development Konya Plain Project (KOP) Regional Development Administration and Konya Şeker Industry and Trade Co., Ltd. (TORKU)
<b>10th Meeting of Space Technologies &amp; Education Union</b>	May 2016 Istanbul, Turkey	Attendance	Middle East	Academia Industry	Project Partner TUBITAK held a presentation on their activities and projects to representatives from academia and industry.
<b>Internal EGS Meeting</b>	May 2016 Brussels, Belgium	Closed meeting	Europe	Intermediate users Decision makers (space)	Organised by EGS, this meeting of the PanAfGeo project also included members of EGS' International Cooperation and Development Task Force.
<b>Local stakeholder meeting</b>	June 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (space) Decision makers (non-space)	Project Partner TUBITAK met with officials from Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Reform, Republic of Turkey Ministry of Science, Industry and Technology Turkish Sugar Authority, Republic of Turkey Ministry of Forestry and Water Affairs General Directorate of Forestry.
<b>Satellite Earth Observation Summer School 2016 (UYGU 2016)</b>	June 2016 Istanbul, Turkey	Public	Middle East	Academia	The Summer School was organised by the Istanbul Technical University. Project Partner TUBİTAK presented the project together with their activities in remote sensing.





<b>Local stakeholder meeting</b>	June 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (space) Decision makers (non-space)	Project partner TUBITAK met with officials from Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Research and Policies.
<b>2nd Regional GEO-CRADLE Workshop Accelerating EO-powered businesses and market take-up</b>	14-15 June 2016 Novisad, Serbia	Public	Balkans Middle East	Industry / Intermediate - users Decision makers (non-space).	Organised by InoSens in cooperation with NOA and Eurisy, the event gathered 80 key players from public sector, academia and innovative SMEs to consider challenges, opportunities, and new approaches in Earth Observation on a regional scale to discover new opportunities to fund their geo-information services. More details on the event can be found <a href="#">here</a> .
<b>Regional Stakeholder meeting with Albanian stakeholders</b>	3 June 2016 Tirana, Albania	Closed meeting	Balkans	Academia, industry, downstream, end-users	Organized by project partner I-Bec and INCA this meeting aimed to inform local stakeholders about GEO-CRADLE cooperation opportunities.
<b>7th Global Digital Soil Mapping Workshop</b>	27 June - 1 July 2016 Aarhus, Denmark	Public	Europe	Academia	Project partner representatives from Tel Aviv University attended the event with a presentation on "Utilization of the Internal Soil Standard (ISS) Method to Optimize the Exchange of Soil Spectral Libraries". Details on the event can be found <a href="#">here</a> .
<b>Meeting with Ministry of Forestry and Water Affairs General Directorate of Forestry Information System Department</b>	August 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (non-space)	During this bilateral meeting, project partner representatives from TUBITAK provided the Ministry with information on the envisaged pilot projects.
<b>EU Research and Innovation in Support of the Earth Observation Market</b>	21-22 September 2016 Brussels, Belgium	Public	Europe	Industry / Intermediate - users Decision makers (non-space)	The workshop was organised by DG RTD. Project Coordinator NOA attended the event with a presentation on "The role of the Greek Sentinel Collaborative Ground Segment for the Copernicus & GEO data commercial uptake in the region of Balkans, Middle East & North Africa". More details on the



					event can be found <a href="#">here</a> .
<b>Copernicus for Raw Materials Workshop</b> <b>Copernicus for Raw Materials Workshop</b>	5 September 2016 Brussels, Belgium	Public	Europe	Industry / Intermediate - users Decision makers (non-space)	Project Partner representatives from EGS attended the workshop to present their work on “Earth Observation for Raw Materials from EuroGeoSurveys”. The event gathered approx. 90 people including service providers, EC DGs representatives, academia and several Copernicus Committee & Copernicus User Forum delegates. Details on the event can be found <a href="#">here</a> .
<b>MEDCLIVAR</b>	26-29 September 2016 Athens, Greece	Public	Balkans	Scientific and academic community	Project Coordinator NOA, presented on “The GEO-CRADLE Project: Integration of Earth Observation Activities in the Regions of North Africa, Middle East and Balkans, for improved adaptation to climate change”. More details on the event can be found <a href="#">here</a> .
<b>Romanian contributions in Earth Observation and Environment domains</b>	September 2016 Magurele, Romania	Public	Balkans	Scientific and academic community	Project Partner INOE presented the project during this local event. The project description has been included in a booklet presenting EO project focused in Romania in 2016.
<b>6<sup>th</sup> Symposium on Remote Sensing and Geographic Information Systems</b>	5-6 October 2016 Adana, Turkey	Public	Middle East	Scientific and academic community Industry / Intermediate - users	TUBITAK representatives attended a panel discussion and presented on precision agriculture and remote sensing. On this occasion, the GEO-CRADLE partners also gathered knowledge on the local EO gaps for WP3 leaders. The event was attended by approx. 250 participants from both academia and private sector. Details on the event can be found <a href="#">here</a> .
<b>GEO-CRADLE at ConnectinGEO Workshop on gap analysis and Prioritization</b>	10-11 October 2016 Laxenburg, Austria	Public	Europe	Academia Decision makers (non-space)	The workshop discussed the outcomes of the gap analysis performed under the ConnectinGEO project to provide recommendations for the European Network of Earth Observation Networks (ENEON). Project Coordinator NOA was present to



					exchange knowledge between the two projects. More details on the event can be found <a href="#">here</a> .
<b>The Copernicus Training and Information Session</b>	7 October 2016 Athens, Greece	Public	Balkans	Academia Industry / Intermediate - users	Project Coordinator NOA attended the event to present on the project's activities and future DataHub. More details on the event can be found <a href="#">here</a> .
<b>Board of Mapping Coordination and Planning for Ministries (BHIKPK)</b>	October 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (non-space)	Bilateral meeting between TUBITAK and Ministry representatives.
<b>EGS General Meeting</b>	October 2016 Ljubljana, Slovenia	Internal	Balkans	Decision makers (non-space)	Project partner EGS representatives provided attending Directors with information on the project's development and implementation. The in-house event gathered a total of 35 EGS members coming from 34 countries.
<b>Board of Mapping Coordination and Planning for Ministries (BHIKPK)</b>	October 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (non-space)	Bilateral meeting between TUBITAK and Ministry representatives.
<b>2nd EGS Networking Event, Addressing GEO-CRADLE regional challenges - Access to raw materials</b>	17-18 October 2016 Rabat, Morocco	Public	North Africa	Academia Industry / Intermediate - users Decision makers (non-space)	Co-organised by the Geological Survey of Morocco and EGS, this regional networking event was hosted by the Minister of Energy, Mining, Water and Environment of the Kingdom of Morocco. The meeting was attended by over 40 participants representing the GeoScience Community in Morocco including universities and government representatives, 10 Geological Surveys and GEO-CRADLE partners. The minutes of the event can be found <a href="#">here</a> .
<b>Meeting with NiK System (Company)</b>	October 2016 Ankara, Turkey	Bilateral	Middle East	Industry / Intermediate - users	Bilateral meeting between TUBITAK and service provider company.
<b>2nd EGS Networking event "Aimed at in-situ network operators and Geological Surveys –</b>	21-23 October 2016 Timimoun, Algeria	Public	North Africa	Academia	Organised in the framework of the 5th Algerian National Stratigraphy Workshop, the event was attended by over 200 participants representing the Algerian geo-



especially in Middle East and North Africa (MENA)					scientific community, heads of state-enterprises. The EGS Secretary General made an introduction to the broad scope of the project, explaining the role of Geological Surveys and of the raw materials topics in the framework of GEOSS and COPERNICUS.
<b>Workshop on Precision Agriculture Technologies</b>	October 2016 Tokat, Turkey	Public	Middle East	Academia Decision makers (non-space)	The workshop gathered academia and public authorities to share good practices on precision agriculture. TUBITAK attended the meeting to meet with local stakeholders.
<b>Meeting with General Directorate of Agricultural Research and Policies (TAGEM)</b>	November 2016 Ankara, Turkey	Bilateral	Middle East	Decision makers (non-space) End-users	TUBITAK bilateral meeting on cooperation on precision agriculture.
<b>Meeting with Konya Water and Sewerage Authority</b>	November 2016 Konya, Turkey	Bilateral	Middle East	End-users	TUBITAK good practices exchange meeting with Regional Irrigation Associations.
<b>GEO-CRADLE Project Meeting “Refining the scope of the pilots towards regional challenges (WP4) in light of WP3 outcomes”</b>	16-17 November 2016 Limassol, Cyprus	Public	All	Academia	This two-day project meeting organized by CUT represented an opportunity for project partners to share on the proposed pilot projects to be conducted under WP4. The EGS Delegations had also the opportunity to meet with private sector representatives and explore future collaboration (visit to the Skouriotissa copper mine). A detailed account of the meeting on November 16 can be found <a href="#">here</a> . The minutes of the November 17 meeting can be found <a href="#">here</a> .
<b>World GIS Day 2016</b>	24-25 November 2016 Istanbul, Turkey	Public	Middle East	Academia Industry / Intermediate - users	The event gathered approx. 1 500 participants from both private and public sector. Local project partner TUBITAK attended the event with a stand in the dedicated exhibition area. Details on the event can be found <a href="#">here</a> .
<b>GEO-XIII Plenary and Exhibition 2016</b>	7-10 November 2016 St. Petersburg, Russia	Public	N/A	Academia	GEO-CRADLE partners met in order to explore new opportunities for regional networking and contributions towards the



					implementation of GEO's and Copernicus' objectives. Project Coordinator Dr. Haris Kontoes was invited and gave two presentations during the event. More details on the event can be found <a href="#">here</a> .
<b>International Commercial UAV Conference</b>	28-30 November 2016 Ankara, Turkey	Public	Middle East	Academia Industry / Intermediate - users	GEO-CRADLE project partner TUBITAK participated in a session on Agriculture Applications with UAV. During the event the team discussed with agro scientists and company owners. Details on the event can be found <a href="#">here</a> .
<b>UNOSD Expert Group for water food energy resilience in Mid-Lat Region</b>	28 November 2016 Seoul, South Korea	Public	Asia	Academia	Organised by UNOSD in collaboration with Sustainable Development Solutions Network (SDSN) Korea, Korean Ministry of Environment and Korea University. Project Coordinator Dr. Kontoes attended the event with a presentation entitled "GEO-CRADLE: Fostering regional cooperation and roadmap for GEO and Copernicus implementation in N. Africa, Middle East, and the Balkans". More details on the event can be found <a href="#">here</a> .
<b>11th MapInfo User Conference</b>	December 2016 Ankara, Turkey	Public	Middle East	Decision makers (non-space)	TUBITAK participated in this local networking event with participants mainly from related governmental institutions. The event gathered approx. 400 participants. Details on the event can be found <a href="#">here</a> .
<b>Meeting with General Directorate of Land Registry and Cadastre</b>	December 2016 Ankara, Turkey	Bilateral	Middle East	Industry / Intermediate - users Decision makers (non-space)	Bilateral meeting between TUBITAK and Ministry representatives.
<b>Horizon 2020 4th Information Multipliers Workshop</b>	December 2016 Istanbul, Turkey	Public	Middle East	Academia Industry / Intermediate - users	TUBITAK participated in this networking event focusing on technology transfer between universities, development agencies, chamber of commerce and industry.
<b>EGS Executive Committee</b>	December 2016 Brussels,	Internal	N/A	Decision-makers (non-	During this EGS Executive Committee meeting, the Secretariat



	Belgium			space)	took the opportunity to provide an update on the GEO-CRADLE events organised in Morocco and Algeria.
<b>Meeting with Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Reform</b>	December 2016 Ankara, Turkey	Bilateral	Middle East	End-users	Bilateral meeting between TUBITAK and Ministry representatives.
<b>AGU Fall Meeting</b>	12-16 December 2016 San Francisco, USA	Public	N/A	Academia	I-BEC represented the project consortium at this event with a presentation on “Integrating EO data for applying the Nexus of water, energy and agriculture to monitor SDG Indicators within trans-boundary river basins”. This high-level event gathered more than 20,000 participants. Details on the event can be found <a href="#">here</a> .
<b>135th Anniversary VSEGEI (Geological Survey of Russia), EuroGeoSurveys</b>	20, St. Petersburg, Russia	Public	Balkans, North Africa	Academia, industry and downstream, end-users, non-space decision-makers.	Presentation done by Luca Demicheli on EuroGeoSurveys general activities and projects (among which GEO-CRADLE). Around 100 participants.
<b>AGU meeting</b>	12-16 December 2016, San Francisco, USA	Public meeting	Balkans	Academia and research community	I-BEC gave a GEO-CRADLE presentation and met with GEO Secretariat Director Barbara Ryan to promote the project.



<b>Knowledge Transfer Seminar on Agritech (TUBITAK)</b>	18 January 2017 Istanbul-Turkey	Public	Turkey, Middle East	Representatives from the agricultural sectors like universities, companies, governmental organisations and finance	Tubitak participated and met with related representatives from the agricultural sectors like universities, companies, governmental organizations. Discussions on user needs and cooperation opportunities as potential EO users.
<b>Precision Agriculture Network</b>	25 January 2017 Ankara-Turkey	Public	Turkey, Middle East	End-user companies	Participation of TUBITAK to a meeting on Precision Agriculture Network organised by Technology Development Foundation of Turkey, giving information about GEO-CRADLE Project and H2020 opportunities.
<b>Regional stakeholder meeting with Israeli stakeholders</b>	31 January 2017, Tel Aviv, Israel	Closed meeting	Turkey, Middle East	Downstream and end-users	I-BEC gave a Geo-Cradle presentation and discussed with participants on the different cooperation opportunities within the project.
<b>Global Space Congress and Geo-Cradle Workshop</b>	31 January-2 February Abu Dhabi-United Arab Emirates	Public and bilateral	Middle East	Scientific community, the downstream.	NOA representatives presented the project, its activities and expected outcomes and the <a href="#">Global Space Congress</a> . Following the congress, a local workshop was also organised by NOA and the Geography and Urban Planning Department at UAEU. EO capacities and needs of UAE and the region were discussed, to seek solutions to growth and innovation in the geoinformation sector, EO market uptake and business performances. Project partners from TUBITAK were also present.





<b>Presentation during the event MINING INDABA</b>	3-10 February 2017 Cape Town, South Africa	Public	North Africa	Scientific and academic community, industry and downstream, end-users, non-space decision-makers	Presentation done by Celine Andrien— general presentation of EGS and its project at the EGS booth (screen with a presentations in a loop mode)
<b>Meetings with Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Reform</b>	8 February, 1 March and 17 March 2017, Ankara, Turkey	Bilateral	Turkey	Ministry as end-user	Project partner TUBITAK had several meetings with Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Reform to get more information about their ongoing works and to provide a solid link with GEO-CRADLE pilot project activity on soil. A researcher from this Directorate has started to work with TUBITAK UZAY researchers in GEO-CRADLE pilot project related on soil sampling.
<b>Ankara University Faculty of Agriculture and Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Research and Policies (TAGEM) by TUBITAK</b>	16 February 2017 and 22 February 2017 Ankara, Turkey	Bilateral	Turkey	Academia	Tubitak organised several meetings with Ankara University Faculty of Agriculture and Republic of Turkey Ministry of Food Agriculture and Livestock General Directorate of Agricultural Research and Policies (TAGEM) in the scope of the pilot project on Improved Food Security – Water Extremes Management (IFS-WEM)
<b>EGS National Delegates and EGS Chairs of the Expert Groups (EuroGeoSurveys)</b>	13 February 2017 Brussels, Belgium	Public	Balkans	Scientific and academic community, industry and downstream, end-users, non-space decision-makers.	Presentation done by Gerardo Herrera on Earth Observation and Geohazard Expert Group annual activities and future plans (within which GEO-CRADLE is one of the projects). The meeting was attended by EGS National delegates, EGS Chairs of the Expert Groups and EGS Secretariat.





<b>Stakeholder meetings organised by the Institute of Physics Belgrade</b>	January to March 2017 Belgrade, Serbia and Sarajevo, Bosnia and Herzegovina	Closed meetings	Balkans	General public, end users and research institutions	Several internal meetings with academic institutions representatives in Bijeljina, BiH led to the GEO-CRADLE seminar organisation to be held in May.
<b>IUGS Meeting (EuroGeoSurveys)</b>	15-17 February 2017 Paris, France	Public	Balkans, Europe	Scientific and academic community, industry and downstream, end-users, non-space decision-makers	Presentation done by Luca Demicheli- General EGS presentation and its projects
<b>Workshop on EO Application for Sustainable Development in Africa (EARSC)</b>	13-16 February Bremen, Germany	Public	North Africa	Industry and intermediary users, Space sector decision makers	EARSC presented its involvement within the GEO-CRADLE project. 60 participants. More details on the event can be found <a href="#">here</a> .
<b>Meeting with officials from Republic of Turkey Ministry of Development Konya Plain Project (KOP)</b>	1 March 2017 Konya, Turkey	Bilateral	Turkey	End-users	TUBITAK met with officials from Ministry of Development Konya Plain Project (KOP) Regional Development Administration to define their needs and solutions by using EO.
<b>Capacity Building and Networking Project to Support the UK – Turkey Partnership in Agri-Tech Sector</b>	6 March 2016 Istanbul, Turkey	Public	Turkey	Academia, end-users.	Tubitak participated to the closing event of “Capacity Building and Networking Project to Support the UK –Turkey Partnership in Agri-Tech Sector” Giving information about future technologies of agriculture in Turkey and GEO-CRADLE Project. More information on the event can be found <a href="#">here</a> .



<b>Meeting with Republic of Turkey Ministry of Forestry and Water Affairs General Directorate of Combating Desertification and Erosion</b>	9 March 2017 Ankara, Turkey	Bilateral	Turkey	End-users	Tubitak held discussions on collaboration areas in the field of R&D.
<b>Fifth International Conference on Remote Sensing and Geoinformation of Environment, Pafos</b>	20-23 March 2017 Pafos, Cyprus	Public	Balkans	Industry and downstream, research community	CUT- GEO-CRADLE poster presentation.
<b>Meeting with Republic of Turkey Ministry of Development The Southeastern Anatolia Project (GAP)</b>	24 March 2017 Ankara, Turkey	Bilateral	Turkey	End-users, decision-makers	Meeting about cooperation opportunities with Republic of Turkey Ministry of Development The South Eastern Anatolia Project (GAP) Regional Development Administration.
<b>Global Symposium on Soil Organic Carbon</b>	21-23 March 2017, Rome, Italy	Public	Balkans	Research community	I-BEC Paper submission and presentation
<b>Regional GEO-CRADLE workshop in Sofia</b>	24 March 2017 Sofia, Bulgaria	Public	Balkans	Decision-makers, industry, academia, the downstream.	Organised as a part of the GEO-CRADLE project, this regional workshop focused on identifying the potential local challenges hindering the EO market uptake and business performances. By bringing together academic and industry representatives, the event aimed at strengthening cross-sector exchanges to drive innovation in the local geo-information sector. 55 participants signed the list of attendees, more than 60 organisations contacted - public administration, academia, NGO and industry, more than 25 new contacts mainly from industry sector. More details on the event can be found <a href="#">here</a> .



EGS General Meeting and Directors workshop (EuroGeoSurveys)	28-29 March 2017 Brussels, Belgium	Closed meeting	Balkans, North Africa	The meeting was attended by 35 Geological Surveys Directors and the EGS Secretariat.	Presentation done by Isabel Pino: debrief on the main Expert Groups and Task Forces activities over the previous six months; debrief on the status of concluded or on-going projects, as well as on submitted proposals, including GEO-CRADLE.
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Drawing on the dissemination reports received, we could estimate that **close to 5000 people have been made aware of the project** through GEO-CRADLE events, connected events, and closed meetings.

GEO-CRADLE events in particular have contributed not only to awareness raising of the project, but also to building new relationships in the regions that should help support closer ties within the downstream value-chain, as well as with the end-users.

## 2.2 Social media dissemination tools

GEO-CRADLE is present on [Twitter](#), [Facebook](#) and [LinkedIn](#). The project's social media accounts have experienced a positive increase since the start of the project with Twitter leading the way as the most impactful dissemination tool. Twitter was also the most extensively used in events, with more interaction with the partners' own accounts. However, the use of social media is not uniformly used by partners, which somewhat limits its reach for now.

Since the start of the project the consortium account on Twitter has grown to currently include 170 Twitter followers, more than double compared to June 2016. The project Facebook page has received 97 Likes so far.

Social media platforms were used to share updates on project regional workshops or embedded events, as well as to disseminate the project newsletter and the surveys related to inventorying capacities in the three regions of interest.

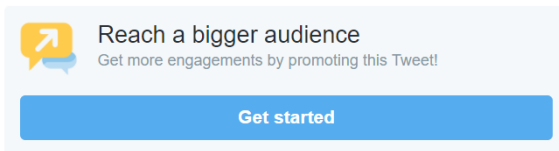
Among partners, Twitter has also been used extensively to promote GEO-CRADLE related events and activities related to the four themes covered by the project (climate change, access to raw materials, energy and food security). As observed from the Tweet activity reports



below, engagement and reach was substantially increased when dissemination multipliers have been used (e.g. other organisations, existing networks or trending hashtags). Thus, social media engagement will be pursued by actively targeting organisations and events which benefit from wider networks.

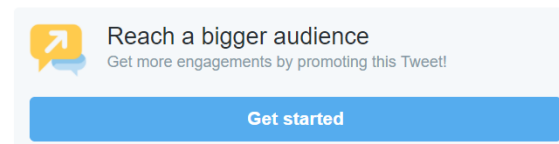
Below are a few examples of best performing tweets:

#### Tweet activity



Impressions	415
Total engagements	30
Likes	10
Media engagements	9
Retweets	5
Link clicks	3
Detail expands	3

#### Tweet activity




Impressions	283
Total engagements	27
Likes	11
Media engagements	7
Retweets	3
Link clicks	3
Profile clicks	2
Detail expands	1



### Tweet activity



**GeoCradle** @GeoCradle  
A great network of data providers @ the 2nd  
GEO Data Providers workshop! #Florence  
#EO #data #GEOData17 #GEOCRADLE  
#RegionalDataHub #NOA  
[pic.twitter.com/SBXQtKBVpc](https://pic.twitter.com/SBXQtKBVpc)



**Reach a bigger audience**  
Get more engagements by promoting this Tweet!


**Get started**

Impressions	283
Total engagements	27
Likes	11
Media engagements	7
Retweets	3
Link clicks	3
Profile clicks	2
Detail expands	1

### Tweet activity



**GeoCradle** @GeoCradle  
Follow us and read our news!  
Newsletter V4 is available at:  
<http://geocradle.eu/en/geo-cradle-newsletter-4-march-2017-released/> ...  
[pic.twitter.com/fEe2LS1UrT](https://pic.twitter.com/fEe2LS1UrT)



**Reach a bigger audience**  
Get more engagements by promoting this Tweet!


**Get started**

Impressions	424
Total engagements	21
Likes	7
Detail expands	7
Retweets	4
Link clicks	2
Profile clicks	1

### Tweet activity



**GeoCradle** @GeoCradle  
We cordially invite you to participate in the  
Regional Workshop of the GEO-CRADLE  
Horizon2020 project in Sofia!  
<http://geocradle.eu/en/regional-workshop-in-sofia/> ... [pic.twitter.com/uxx1WhvMgQ](https://pic.twitter.com/uxx1WhvMgQ)



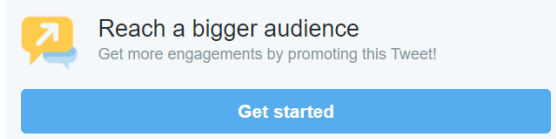
**Reach a bigger audience**  
Get more engagements by promoting this Tweet!

**Get started**

Impressions	735
Total engagements	19
Retweets	7
Likes	4
Link clicks	3
Detail expands	2
Profile clicks	2
Media engagements	1



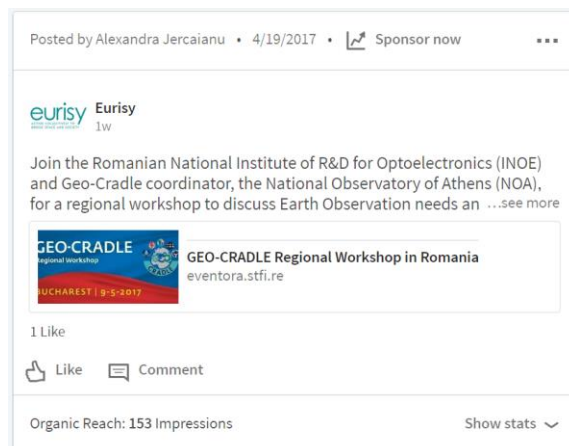
## Tweet activity



Impressions	912
Total engagements	24
Retweets	7
Likes	7
Media engagements	6
Detail expands	2
Profile clicks	2

Consortium partners will aim to grow this network by promoting the platforms during local and regional events.

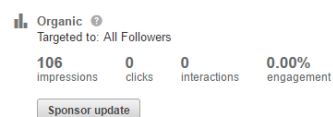
On LinkedIn, a page for the project has recently been created (available [here](#)), but previously some consortium partners have already been using the media to promote events and project-related content. Since LinkedIn is more intensively used by partners than social media, it is expected to grow in the following months.



**Eurisy** Geo-Cradle partners get together today to discuss on the 4 pilot projects to be implemented in the Balkans, Middle East and North Africa! Follow us on Twitter @Eurisy1 to keep up to date with what is being proposed by regional partners!

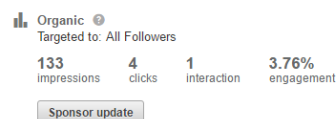


**GEO-CRADLE project meeting to launch pilot activities, 16-17/11/2016, Limassol**  
bit.ly - Launch of the 4 pilot/feasibility studies towards addressing the identified gaps and needs in relation to common regional challenges of Earth Observation data use.



**Eurisy** The Global Space Congress brings together key public and private stakeholders to discuss the biggest opportunities in the space sector and satellite applications. Our members from TUBITAK and our partners from Geo-Cradle will be there to talk on the value added of satellite technology and data! less

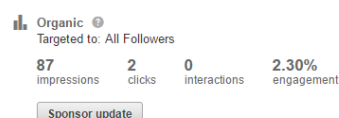
**Global Space Congress**  
stflure - Under the patronage of His Highness Sheikh Mohammed Bin Rashid Al Maktoum, Vice-President and Prime Minister of the United Arab Emirates and Ruler of Dubai  
31 January - 1 February 2016  
egis Saadiyat Island Resort | Abu Dhabi



**Eurisy** In October, join us for a new GEO-CRADLE regional event in Morocco! We're discussing regional challenges & solutions to build Earth Observation capacity to help sustainable access and use of raw materials! <http://bit.ly/ZaztDIT>



**GEO-CRADLE regional challenges - Access to Raw Materials**  
bit.ly - This event is organised by The National Observatory of Athens, AARSARS and EuroGEOsurveys. Registrations are now open!





## 2.3 Publications

The following publications have been produced over the period. They are listed in chronological order:

Source	Article	Rol	Target Group	Reach	Type of publication
EARSC EO Mag	<u><i>From data sources to end-users- The road for sustainable capacity building in the Balkans, Middle East and North Africa</i></u> <u><i>Interview GEO-CRADLE Project Manager, Haris Kontoes</i></u>	worldwide	Industry, EO community	distribution: 1500 stakeholders worldwide 2500 active readers	Industry-specific publication
Inosens	<u><i>EU Project GEO-CRADLE Successfully launched</i></u> <u><i>GEO-CRADLE Novi Sad Event</i></u>	Balkans	User community, SMEs, GIS community	140	Blog post
Eurisy	• <u><i>Newsletter 76, June 2016</i></u> <u><i>Newsletter 75, May 2016</i></u>	Europe, North Africa	User community, space community	7000 contacts	Newsletters
EARSC	• <u><i>EARSC is now a GEO Participating Organization!</i></u> • <u><i>GEO-CRADLE Project Survey : last days to fill out the survey!</i></u> <u><i>EARSC will participate at the GEOCRADLE project workshop</i></u>	Worldwide	Downstream industry, decision-makers		Online news
NOA	• <u><i>GEO-CRADLE Newsletter, Issue #1 May 2016</i></u> • <u><i>GEO-CRADLE Newsletter, Issue #2 June 2016</i></u> <u><i>GEO-CRADLE Dissemination Activities in North Africa</i></u>	Europe, North Africa	Decision-makers, academia and research, industry		Newsletter and online news
InoSens	<u><i>Connecting the dots across</i></u>	Balkans	Decision-makers,		Blog post



	<u>the Earth Observation value chain</u>		academia and research, industry		
<b>GEO (Group on Earth Observations)</b>	<u>GEO-CRADLE establishes network and Data Hub for Earth Observation in MENA and the Balkans</u>	Worldwide	Research community, downstream and upstream industry	-	e-news
<b>BalkanWeb</b>	<u>GEO-CRADLE Project Launch</u>	Balkans	Research community, downstream and upstream industry, decision-makers		e-news
<b>Horizon2020 Bulgaria</b>	<u>EU project GEO-CRADLE successfully launched with the aim to establish a network of stakeholders and a Data Hub for Earth Observation (EO) in North Africa, Middle East and the Balkans</u>	Balkans	Decision-makers, academia and research, industry		e-news
<b>GSDI (Global Spatial Data Infrastructure)</b>	<u>GEO-CRADLE establishes network and Data Hub for Earth Observation in MENA and the Balkans</u>	Worldwide	Decision-makers, academia and research, industry		e-news
<b>10th GEO European Projects Workshop 2016.</b>	<u>Regional dimension for GEO and capacity building priorities</u>	Europe and beyond	Workshop participants, EC, Geo-community	The report was disseminated to project partners and their networks, and to participants to the workshop	Report





<b>EARSC EO Mag</b>	<u>EARSC will participate at the GEOCRADLE project workshop</u>	Europe and beyond	Industry/Intermediate -users Decision makers (non-space)	Distribution: 1500 stakeholders worldwide 2500+ active readers	Article in industry-specific publication
<b>IPB Serbia</b>	<u>Interview Dr. Slobodan Nickovic and Bojan Cvetkovic published in Serbian Magazine Biznis &amp; Finance (Biznis i Finansije)</u>	Balkans	Scientific and academic community End users Decision makers (non-space)	Interview featured in on- and offline versions of magazine No data regarding the number of stakeholders reached received.	Article in industry-specific publication
<b>Inosens</b>	<u>GEO-CRADLE Novi Sad: Connecting the dots across the Earth Observation value chain (EN&amp;SR)</u>	Balkans	Scientific and academic community Decision makers (non-space)	Approx. 500 unique visitors for both languages	Blog post
<b>Eurisy</b>	<u>Newsletter 77, October 2016</u>	Europe and beyond	Scientific and academic community Industry/Intermediate -users , End users Decision makers (non-space)	7000+ email contacts	Newsletter
<b>NOA</b>	<u>GEO-CRADLE Newsletter, Issue #3 October 2016</u>	Europe and beyond	Scientific and academic community Industry/Intermediate -users End users Decision makers (non-space) Decision makers (space)		Newsletter



<b>GEO-CRADLE Workshop Accelerating EO-powered businesses and market take-up</b>	<u>Workshop report</u>	Balkans	Scientific and academic community Industry/Intermediate -users	The report was disseminated among project partners who were encouraged to share it among their peers.	Report
<b>Romanian projects and initiatives in support of Earth Observation</b>	<u>Booklet</u>	Balkans	Scientific and academic community	The booklet was shared with participants during a locally organised event where INOE	e-document
<b>Space Research and Technology Institute/ Geomedia magazine</b>	Three articles (in Bulgarian). The articles were published on <a href="http://www.geomedia.bg/">http://www.geomedia.bg/</a>	Balkans	Academia, industry, downstream		On-line publications
<b>Space Research and Technology Institute website</b>	Articles announcing the regional workshop	Balkans	Academia, industry, downstream		On-line articles
<b><u>EO Mag (EARSC)</u></b>	Several article disseminating information about the GEO-CRADLE workshops <a href="http://eomag.eu/articles/3774/geo-cradle-networking-event-03-01-2017-chi-inau-moldova">http://eomag.eu/articles/3774/geo-cradle-networking-event-03-01-2017-chi-inau-moldova</a>  <a href="http://eomag.eu/articles/3830/geo-cradle-regional-workshop">http://eomag.eu/articles/3830/geo-cradle-regional-workshop</a>  <a href="http://earsc.org/news/geo-cradle-industry-engagement-workshop-26-april-2017">http://earsc.org/news/geo-cradle-industry-engagement-workshop-26-april-2017</a>	Balkans, North Africa, Europe	Industry, downstream	Newsletter sent to 3000 people  Website 10,000 pages viewed / month	On-line articles



<b>EGS Website</b>	Information about EuroGeoSurveys activities in Geo-Cradle  <a href="http://www.eurogeosurveys.org/">http://www.eurogeosurveys.org/</a>	Balkans, North Africa, Europe	Research and academia, industry and downstream, end-users and decision makers		On-line articles
<b>Geo-Cradle website, Serbian version</b>  <b>Institute of Physics Belgrade</b>	Translation of the project website  <a href="http://geocradle.eu/sr/">http://geocradle.eu/sr/</a>	Balkans	Research and academia, industry and downstream, end-users and decision makers		Project website
<b>Institute of Physics Belgrade website</b>	<a href="http://www.envpl.ipb.ac.rs/">http://www.envpl.ipb.ac.rs/</a>	Balkans	Mostly research community and academia		On-line articles
<b>BN TV (by Institute of Physics Belgrade)</b>	Interview with IPB partner related to the regional activities on Adaptation to Climate Change and Energy was broadcast on BN television in Bosnia and Herzegovina.  <a href="http://www.rtvbn.com/3857352/balkan-osjetljiv-na-klim-promjene">http://www.rtvbn.com/3857352/balkan-osjetljiv-na-klim-promjene</a> (web version)  Promotion of GEOCRADLE tools RDH and Networking Platform together with opportunity for better sharing of information and knowledge among EO stakeholder in the region as one of the GEOCRADLE goals is presented.	Public	General public	BN TV is one of the leading regional broadcaster having notable social impact in most of Balkan countries, especially in Bosnia and Herzegovina and Serbia	TV broadcast
<b>Serbian</b>	The GEO-CRADLE project and	Balkans	General public, decision makers	Business & Finance is	Online article



<b>Magazine Business &amp; Finance (by Institute of Physics Belgrade)</b>	its objectives are presented together with related regional activities focused on Adaptation to Climate Change.  <a href="http://bif.rs/2017/01/meteorologija-u-sluzbi-privrede-univerzalni-salter-za-prognoze/">http://bif.rs/2017/01/meteorologija-u-sluzbi-privrede-univerzalni-salter-za-prognoze/</a>			a monthly magazine for the business community and attracts various readers also interested in economic aspects of culture, marketing, IT and science.	
<b>Serbian Scientific TV (by Institute of Physics Belgrade)</b>	<a href="https://www.youtube.com/watch?v=O79eyzIPxnM&amp;feature=youtu.be">https://www.youtube.com/watch?v=O79eyzIPxnM&amp;feature=youtu.be</a>	Balkans	Research and academic communities, general public	Serbian Scientific TV is a unique broadcaster for science, culture and art popularisation and promotion.	TV broadcast and part of an online documentary
<b>InoSense blog post</b>	Presentation of the gap analysis work within Geo-Cradle <a href="http://blog.inosens.rs/index.php/geo-cradle-gap-analysis/">http://blog.inosens.rs/index.php/geo-cradle-gap-analysis/</a>	Balkans	Downstream, end-users, general public	Approx. 400 visits	Blog post

## 2.4 Eurisy's contribution

In its capacity as Dissemination Manager, Eurisy has systematically provided logistic, programme and communication support for events where needed, especially to GEO-CRADLE event organisers. In addition, Eurisy has communicated on the project and its activity during the embedded events where Eurisy was invited to speak on its activities, as well as during internal meetings with the majority of European space agencies.

To support a coherent approach and a structured workflow when organising events under the GEO-CRADLE umbrella, Eurisy has provided partners with a set of “event management guidelines”. The guidelines which aim to ensure a coherent form for all the events, while ensuring that they serve the interest of both partners and the consortium, covered the following aspects: roles of the hosts, co-organisers and partners, event programme/programmatic matters, logistics, communication and dissemination.



### **3 Evaluation of impact**

Since the beginning of the project, networks across Europe, North Africa and the Middle East have been activated, informed and engaged on the topics promoted by the project. While the consortium as a whole has put effort into online communication, it is events, bilateral meetings and publications that have proven to be the most effective in interacting with stakeholders.

An explanation for this is that the project aims to connect very heterogeneous communities – from research institutions and labs to companies, and finally to end-users that are unfamiliar with space. Geographically, they are also bridging gaps between boundaries and continents. This means that direct communication, or traditional communication (through publications) works best.

### **4 Next steps**

Consortium Members will continue to report on their dissemination activities every trimester, using the online form created for this purpose. Whereas the dissemination until now has been mostly on a general level, communicating on the project as a whole, and its potential benefits, as soon as new work packages are completed and the results obtained, those in charge of them will be more specifically solicited to promote those particular results in the framework of the overall communication of the project. The dissemination and communication project teams will also focus on identifying synergies with other Horizon2020 projects by making use of the networks set in place by the EU Commission, such as the European GEO Workshops and Data Hub.