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ACRONYMS AND ABBREVIATIONS

Abbreviation	Name
EU	European Union
FP7	Seventh Framework Programme
GEO	Group on Earth Observations
GEOSS	Global Earth Observation System of Systems
GMES	Global Monitoring for Environment and Security
INSPIRE	Infrastructure for Spatial Information in Europe
MS	Member State
SEIS	Shared Environmental Information System
WP	Work Package



DISSEMINATION AND OUTREACH PLAN UPDATE (EGIDA WP5)

1. INTRODUCTION

AUDIENCE: The purpose of the Dissemination & Outreach (D&O) Work Package (WP) is to promote the concept of the EGIDA project, raise awareness, create interest and encourage adoption of the science networking approach by the target audiences. This WP will carry out the activities delineated below to link the European S&T communities to the EGIDA Project objectives, activities and results. This WP will also coordinate all the outreach activities performed in the other WPs. Using information developed throughout the project, the WP will inform European science policy and funding agencies about the S&T issues that should be addressed in support of GEOSS. It will facilitate the linking of these contributions to relevant activities in GEO, including the GEO Committees, GEO Work Plan Tasks, and GEO Communities of Practice . It will prepare the ground for a sustained process that expands European S&T contributions to GEOSS as expert support, contributors, and users. The partners are committed to maximize the project impact. Dissemination and outreach will be addressed throughout the project time frame as provided for in a dissemination strategy. A key WP approach is to use multi-media access to the target audience and personal contacts to understand and address issues and facilitate implementation. The effort is focused on both Europe and on developing countries. It is planned to engage developing countries in the EGIDA network through multiple efforts.

There are several target audiences for the D&O WP. One important audience is the European Science and Technology community that is involved in activities related to the Group on Earth Observations (GEO) and the Global Earth Observation System of Systems (GEOSS). A major objective of the EGIDA program is to bring the relevant S&T



community into the GEO/GEOSS activities. A second audience is the S&T community in developing nations. There is significant opportunity for these persons to contribute to GEO/GEOSS and/or make use of the results for national purposes.

Further, we have designed a traditional media dissemination activity as a means of addressing wide audience demographics. We also will use social networking tools such as Blogs and LinkedIn and will support the project management in the development and support of an Internet web site to reach young scientists and technologists. This can also provide us a means to reach both the younger scientists and non-scientific audiences that have an interest in the success related to specific Society Benefit Areas (SBA). Our job is to translate the advances and impacts of this program into an easy to understand paradigm.

WORKSHOPS AND CONFERENCES: In this task, a number of workshops and conferences will be identified that can be used to expand participation of the S&T communities identified above into the GOE/GEOSS program. To the extent possible, EGIDA representatives will present papers and/or organize tracks that will bring the GEO/GEOSS objectives and accomplishments to the community. We will especially focus on making these communities aware of the S&T committee and EGIDA. When we are unable to be active participants, EGIDA representatives will attend the selected meetings to distribute literature and/or set up a video. For certain events, EGIDA will contact the General Chair of the meeting to arrange for S&T/EGIDA material to be available to the attendees.

Some meetings will be organized and carried out by the EGIDA project. The objective of the first workshop was to begin the process of cooperation between EGIDA and the S&T Committee. It took place shortly after project initiation. A second workshop is planned to bring the Stakeholders Network and the EGIDA Advisory Board together to begin the process of using the EGIDA program to help implement the GEO Science and Technology



Roadmap. This meeting will take place during PM10. A major workshop will take place at PM 18. The purpose is to inform the S&T community of the results and further activities of the S&T Committee and the EGIDA project. The conference will address continuity of the program coordination activities after the completion of the program. The preferred site will be in conjunction with major European science conferences. Some other workshops will be organized in the context of the initiatives selected as EGIDA use-cases (WP4). These workshops, focused on technology transfer and interoperability issues, will provide a mean for the dissemination of project methodologies to national and international initiatives.

DISSEMINATION TO PRINT AND ELECTRONIC MEDIA: This task will inform targeted audiences about the progress of the EGIDA project throughout its full duration and will provide feedback to the project. This task includes publishing a newsletter at 6 month intervals, developing promotional materials such as flyers and posters, developing a LinkedIn Group, initiating a process for using blog networks, publishing program updates to the S&T community through Earthzine and other on-line magazines, and supporting other WPs in the EGIDA project.

COORDINATION WITH NATIONAL AND INTERNATIONAL ORGANIZATIONS: This Task includes interfacing with external bodies for inputs to existing publications, seminars, conferences, and workshops. We maintain a list of conferences and workshops that relate to the EGIDA activities. The WP also maintains a directory of science networks from inputs of other work packages. The activities include attendance at the S&T Committee meetings and selected major GEO events to report on network opportunities and integrate the EGIDA project results into GEOSS more effectively. We also support international dissemination of the EGIDA program progress and outcomes to developed and developing countries by accessing scientific and research organizations. This shall include ICSU, National Academies and major research organizations within target countries and assessing expandability of the process beyond Europe.



EXPLOITATION: This Task is to work with potential users to facilitate adoption of the EGIDA process. This task provides a hands-on interface with early adopters. It will use the results of the USE CASES to exemplify the EGIDA process to enable adopters to make progress in the adoption process. The task includes attendance at three international conferences outside Europe in the second year of the program to further the assessments and to increase the awareness of the EGIDA program and the GEO/GEOSS program outside of Europe including the developing countries. It also includes interfacing with the scheduled series of IEEE-GEOSS workshop.

2. WP5 UPDATE

2.1. Objectives

- Outreach to relevant user groups, scientific bodies, EC authorities, national and European decision makers, and representative non-EU representatives to identify user requirements and perform a gap assessment.
- Inform the S&T community of the results of the EGIDA project and support approaches to continue program activities after completion of the program.
- Develop media outlets to disseminate activities and successes of the EGIDA program.
- Coordinate with national and international organizations on behalf of the EGIDA program. One focus will be on outreach to developing countries.
- Facilitate adoption of the EGIDA process by potential users



T5.1 Dissemination and outreach plan update [IEEE, CNR, ISPRA, IIASA, NILU, IJS, NERC, BLB, DMI, CREAM]

This Task will update the proposed dissemination and outreach plan at the beginning of the program. The update will clarify target audiences at the time of the award, develop detailed actions, refine the schedule, and actions needed for the dissemination and outreach. It will confirm the expected benefits when the plan is accomplished. This plan will be used by the partners as a guide for project information dissemination and exploitation of results.

T5.2 Workshops [IEEE, IASA]

In this task, three conference/workshops will be organized and carried out. The objectives of the first workshop will be to begin to process of coordination between EGIDA and the S&T community. A second workshop is planned to organize the process of community outreach and to address user requirements and gap assessment. It will bring together the Stakeholders Network and the Advisory Board. It will present the project objectives to a community including the relevant GEOSS stake holders, EC authorities, and potential elected non-EU representatives. There will be other workshops and meetings but an important meeting is to take place at PM 18. The purpose is to inform the S&T community of the results and further activities of the EGIDA project. The conference will address continuity of the program coordination activities after the completion of the program. The preferred sites will be in conjunction with major European science conferences.

IIASA and BLB will organize a GEO STC session at the IIASA Agriculture SBA Workshop in June, 2011 in Laxenburg, Austria. The primary aim of this workshop is to integrate the best land cover information that is currently available as well as to build an improved land cover validation dataset. The workshop will be hosted by IIASA and CGIAR CSI (Consortium for Spatial Information), in close collaboration with the Group on Earth Observation (GEO) and the Agricultural Monitoring Communities of Practice (COP) and GOF-C-GOLD. This workshop will bring together the agricultural and Earth Observation communities as well as people on the ground who have been collecting valuable land



cover information. A special GEO STC session will be organized by the EGIDA partners (IIASA and BLB) in the context of the workshop, designed to promote the benefits of GEOSS to an audience directly working in the framework of GEO.

T5.3 Dissemination to Print and Electronic Media [IEEE]

This task will inform targeted audiences about the progress of the EGIDA project for its full duration and will provide feedback to the project. This task includes publishing a newsletter at 6 month intervals, developing promotional materials, developing a LinkedIn Group, initiating a process for using blog networks, publishing program updates to the S&T community through Earthzine and other on-line magazines, and supporting other WPs in the EGIDA project.

T5.4 Coordination with National and International Organizations [IEEE, CNR, ISPRA, IIASA, NILU, IJS, NERC, BLB, DMI, CREAM]

This Task will include interfacing with external bodies for inputs to existing publications, seminars, conferences, and workshops. It will maintain the list of conferences and workshops that relate to the EGIDA activities. It will create and maintain a directory of science networks from inputs of other work packages. It will include attendance at the S&T Committee meetings to report on network opportunities and integrate the EGIDA project results into GEOSS more effectively. It will support international dissemination of the EGIDA program progress and outcomes to developed and developing countries by accessing scientific and research organizations. This shall include ICSU, National Academies and major research organizations within target countries. It will assess expandability of the process beyond Europe.

IIASA, as a participating organization of GEO, located in Austria, is in direct contact with the Austrian National GEO Secretariat in the Central Institute for Meteorology and



Geodynamics (ZAMG). IIASA attended the first GEO/GEOSS Workshop in Austria, presenting among other work, the EGIDA Project. Further meetings are planned, including the GEO UIC meeting in January, 2011, where IIASA will present their GEO related activities, including the EGIDA Project.

T5.5 Exploitation [IEEE]

This Task is to work with potential users to facilitate adoption of the EGIDA process. This task provides a hands-on interface with early adopters. It will include attendance at three international conferences outside Europe in the second year of the program to further the assessments. It will also include interfacing with the scheduled series of IEEE-GEOSS workshop.

2.2. Deliverables (brief description and month of delivery)

D5.1 (PM4) Dissemination & Outreach Plan update. This document is an update of the Dissemination & Outreach Plan based on developments of the S&T Committee and community prior to start of the EGIDA Program

D5.2.1 (PM1) Workshop 1. This workshop will be designed to begin the process of coordination between EGIDA and the S&T community.



D5.2.2 (PM9) Workshop 2. This workshop will bring together the Stakeholder's Network and the Advisory Board to present the project objectives to a community including the relevant GEOSS stakeholders, EC authorities, and potential elected non-EU representatives.

D5.2.3 (PM21) Workshop 3. This workshop will inform the extended community of the results and successes of the program and provide a demonstration of the refined EGIDA process. It will address future plans of the EGIDA process and focus on continuation of the EGIDA activities following the end of the program.

D5.3.1 (PM4, PM9, PM15, PM21) Newsletter Semi-annually. This is both a hard copy and an electronic newsletter to inform the target audiences of the results and success of the ongoing EGIDA program. The hard copy will be available for distribution at conferences and workshops identified by EGIDA and/or the STC as relative to the GEO/GEOSS project.

D5.3.2 (PM4) LinkedIn Group. This will enable those familiar with the use of Internet social networks to contribute to the EGIDA process and be informed of its results.

D5.3.3 (Articles PM6, PM11, PM17, PM23) (Interviews PM7, PM14). Publish 4 articles and 2 interviews of scientific leaders in Earthzine and provide the material for further distribution to other on-line magazines. This includes 4 articles and 2 interviews associated with EGIDA activities to inform the S&T community about important science and technology results from the EGIDA process.

D5.3.4 (PM2, PM13) Two Flyers, one at the beginning of the program and one at the mid-point of the program. These flyers are for the purpose of publicizing the EGIDA process and promoting contributions from the target audiences.



D5.4.1 (PM6) List of Conferences and Workshops. This list is for the purpose of identifying venues where EGIDA results and successes can be disseminated to appropriate audiences. It will build on a supplement work already underway in the GEOSS Science and Technology Committee (STC).

D5.4.2 (PM6) Directory of Science Networks. The Directory will identify appropriate science networks where EGIDA results and successes can be disseminated to appropriate audiences. Initial work has been underway at the STC.