GeoAI for Security

Enhancing Copernicus Security Services – EU governmental crisis management hub for forced population displacement

Dissemination and Communication Plan (Version 1/1st-period), D13.2

WP13 – Communication, Dissemination, Training and Exploitation of initial project results - 1st period

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Executive Summary

This Dissemination and Communication Plan defines the strategic framework guiding how the THEIA project communicates its objectives, activities, and results to relevant stakeholders throughout its lifecycle. Building on the foundational work established in Deliverable D13.1, which focused on the creation of the project's website, social media channels, and visual identity, this document elaborates on the strategic approach to ensure effective dissemination and stakeholder engagement.

The THEIA project addresses some of the most urgent security challenges in Europe and beyond, including forced population displacement, geopolitical instability, and climate-driven emergencies. Through advanced technological solutions integrating Geospatial Artificial Intelligence (GeoAI), multi-source EO data, and cyber-secure communication, THEIA aims to enhance Copernicus Security Services.

Effective communication and dissemination are crucial for the success and long-term impact of THEIA. This plan ensures that key messages are consistently conveyed to defined audiences using appropriate tools and channels. It also aligns with the obligations of Horizon Europe (Grant Agreement Article 17), notably on EU visibility, public engagement, and dissemination of scientific outputs.

The document outlines objectives, key messages, target audiences, tools, responsibilities, implementation timelines, and monitoring strategies. By establishing a coherent communication architecture, THEIA ensures that results are widely accessible, understandable, and usable by its stakeholders, including EU entities, Member State Ministries of Defence, Intelligence Agencies, and potentially Extra-EU National and Supranational Entities such as the United Nations, researchers, and the public.

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Table 1. List of Acronyms/Abbreviations

Acronym / Abbreviation	Explanation
AI	Artificial Intelligence
CA	Consortium Agreement
EO	Earth Observation
EU	European Union
GA	Grant Agreement
GeoAI	Geospatial Artificial Intelligence
GSH	Geosystem Hellas S.A.
ICCS	Institute of Communication and Computer Systems
KERs	Key Exploitable results

KPI	Key Performance Indicator
MPL	MPlegal
NGOs	Non-governmental organizations
RF	Radio Frequency
WP	Work Package

1. Introduction

Addressing critical challenges such as population displacement due to conflicts, exacerbated by factors like climate change, extreme weather events, food shortages, and poverty, remains paramount. The implementation of THEIA, integrating data fusion, processing, and analysis, particularly leveraging Geospatial Artificial Intelligence (GeoAI) and Machine Learning, is poised to enhance the efficacy of existing services significantly. Through the amalgamation of multi-temporal data and diverse datasets, THEIA empowers better decision-making and adapts to evolving policy and user needs. This technological advancement, bolstered by GeoAI, augments detection capabilities and ensures timely access to crucial information, bridging the gap between capabilities and stringent security demands.

By integrating non-space data and end-user intelligence, THEIA's supply chains add value not only at the operational level but also at regional and local levels, facilitating improved coordination. Furthermore, THEIA catalyzes fostering EU-independent capabilities and technologies, thereby bolstering the European space ecosystem's consolidation and ensuring the sustainable coexistence of legacy and New-Space solutions. Its services cater to a wide array of end-users, including EU entities such as SatCen and Frontex, Member State Ministries of Defence, Intelligence Agencies, Police Forces, NATO, and potentially Extra-EU National and Supranational Entities such as the United Nations.

The "D13.2 – Dissemination and Communication Plan", is the second deliverable of WP13 which consists of the following tasks:

- **Task 13.1: Dissemination and high-impact collateral plan (Leader: ICCS)**
- Task 13.2: Initial exploitation plans and activities preparation (Leader: GSH)
- Task 13.3: Identification of IPR issues and patentable content (Leader: MPL)

1.1. Purpose and scope of the deliverable

The purpose of this deliverable is to define a coherent and actionable Dissemination and Communication Plan that guides how THEIA's objectives, progress, and results are shared with key stakeholders and the general public. It provides a framework to ensure that all communication and dissemination actions support the project's strategic goals, increase awareness, foster engagement, and create the conditions for the successful uptake and exploitation of project results.

This document serves as the central reference for all dissemination-related efforts carried out under Work Package 13 (WP13). It outlines the principles, strategies, tools, and processes used to promote the project in a structured and professional manner, in alignment with the Horizon Europe Grant Agreement obligations.

1.2. Structure of the deliverable

This document consists of the following chapters:

- The executive summary of the deliverable.
- **Chapter 1** which includes a short description of THEIA objective's purpose, scope and structure of the deliverable
- **Chapter 2** which describes the Communication tools and channels
- **Chapter 3** which presents the branding and EU visibility
- **Chapter 4** which outlines implementation timeline.
- **Chapter 5** which highlights the Key Performance Indicators
- **Chapter 6** which identifies the risks and the mitigation strategy

1.3. References

- Project GA with No. 101190051
- THEIA Partners CA

2. Objectives of the Dissemination and Communication Plan

The dissemination and communication strategy of THEIA is built around a clear set of objectives that aim to enhance visibility, engage relevant audiences, and support the exploitation of project results. The main goal of this plan is to raise awareness about THEIA's contributions to strengthening the EU's crisis management capabilities through the integration of advanced EO technologies and GeoAI. More specifically, it aims to communicate the project's scientific, technical, and societal relevance to targeted stakeholder groups. These include EU institutions, national governments, security agencies, the research and academic community, humanitarian NGOs, and the general public.

Each of these groups has different expectations and levels of technical familiarity. Therefore, the plan ensures that communication materials are developed using various formats and appropriate levels of detail. For instance, while academic audiences might be best reached through peer-reviewed journal publications and conference presentations, policy makers may prefer policy briefs, executive summaries, and high-level events. Similarly, practitioners and industry representatives are likely to benefit from use-case demonstrations, webinars, and product-oriented communication, while civil society and the broader public can be reached through social media, infographics, and multimedia storytelling.

The objectives of the plan align with Horizon Europe's requirement to ensure that EU-funded research delivers tangible value to society. First, it aims to raise the profile of THEIA among key stakeholders and build a strong online and offline presence that reflects the project's vision. Second, it fosters engagement by encouraging dialogue, feedback, and collaboration through open events, surveys, and dissemination partnerships. Third, it supports exploitation by highlighting KERs and preparing the ground for their uptake by end-users and market actors. Finally, it ensures that all communication activities are compliant with EU visibility rules, including appropriate branding, funding acknowledgment, and open access to results.

To support these objectives, the plan promotes a set of core messages that reflect THEIA's identity and mission. These messages emphasize THEIA's role in reinforcing the EU's strategic autonomy in security and space services, its commitment to user-driven innovation, and its contribution to addressing global challenges such as forced population displacement, climate-induced crises, and border instability. In summary, the plan merges its strategic goals with an audience-specific outreach approach and a strong set of thematic messages. By doing so, it ensures that the communication of THEIA's outcomes is not only widespread but also meaningful and impactful, fostering awareness, trust, and sustained interest among all relevant sectors.

3. Tools & Channels

To effectively reach its target audiences, THEIA employs a diverse set of communication and dissemination tools. These channels are selected for their reach, appropriateness, and alignment with the communication objectives of the project.

3.1. Website

The project website (https://theia-project.eu) acts as the central platform for all dissemination activities. It includes project objectives, consortium information, public deliverables, news updates, and contact details. It will also feature scientific publications, event reports, and multimedia content. In order to ensure continuity and consistency with Deliverable D13.1, it is important to note that the version of the website presented in that deliverable was an initial version developed early in the project timeline, specifically between Month 1 and Month 2. This early version was created to guarantee that a functional online presence would be available from the outset of THEIA's communication activities. By Month 3, a new version of the website was launched, incorporating updates that more closely align with the project's visual identity and thematic focus. The revised site includes updated design elements and improved content structure that better reflect the nature and objectives of THEIA.

Figure 1: THEIA website front page

The front page of the official THEIA website (Figure 1) serves as the central entry point for all public-facing information about the project. Designed with clarity and accessibility in mind, the page prominently displays THEIA's mission to enhance Copernicus Security Services through the development of an EU crisis management hub focused on forced population displacement. The tagline "GeoAI for Security" is centrally featured, encapsulating the core technological innovation that drives the project.

Visually, the site integrates a clean, modern design with interactive elements such as a newsletter subscription form and direct access to THEIA's social media platforms. Key objectives are listed in a simplified, user-friendly format to immediately communicate the value and direction of the project. At the bottom of the page, EU funding acknowledgment is clearly displayed in

compliance with Horizon Europe visibility guidelines, alongside coordinator contact information and consortium branding. As a continuously updated portal, the front page provides timely access to news, deliverables, events, and innovations, while also reinforcing the project's credibility and digital presence.

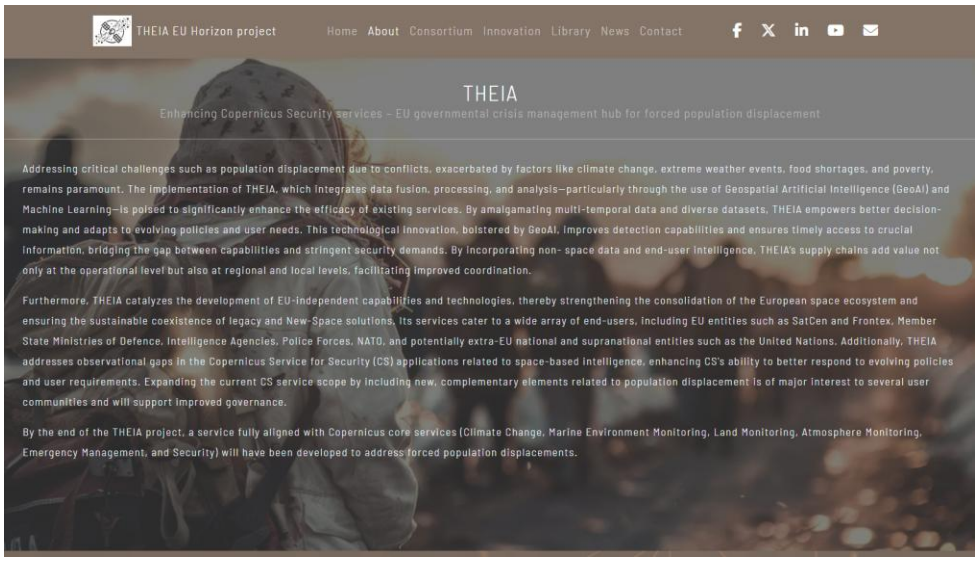

Figure 2: Website "About" section

The "About" section of the THEIA website (Figure 2) provides a comprehensive overview of the project's vision, strategic importance, and technological approach. It articulates how THEIA addresses urgent global and European challenges—such as forced population displacement and climate change—through the application of advanced GeoAI and Machine Learning. These technologies enable the fusion and analysis of diverse data sources, including satellite imagery, non-space data, and end-user intelligence, to deliver timely, actionable insights that enhance decision-making across multiple levels of governance.

This section also emphasizes THEIA's role in reinforcing Europe's space sovereignty and its contribution to developing sustainable, independent capabilities. It highlights how the project complements and expands the Copernicus Security Services by filling observational and functional gaps, particularly in the context of complex humanitarian scenarios. With an inclusive approach toward end-users—ranging from SatCen and Frontex to ministries of defense, intelligence agencies, and international bodies such as NATO and the UN—the "About" section captures THEIA's ambition to become a cornerstone in Europe's response framework for evolving security and humanitarian crises.

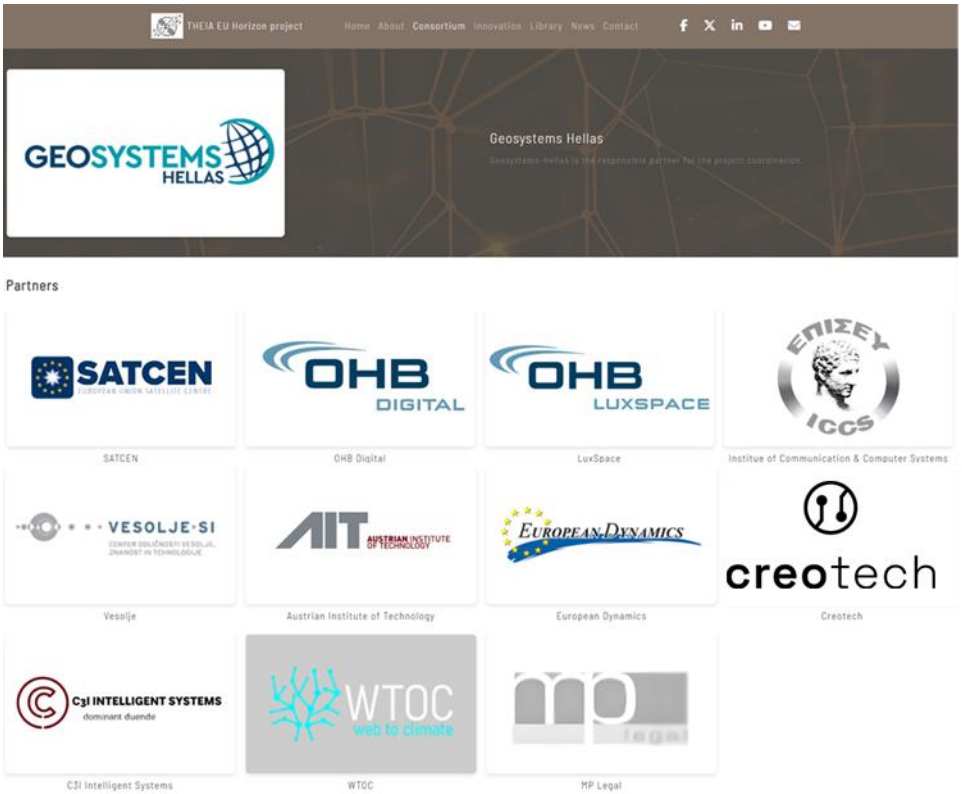

Figure 3: Website "Consortium list"

The "Consortium" section of the THEIA website (Figure 3) showcases the collaborative foundation of the project, highlighting the 12 partners from 10 countries that bring together complementary expertise from diverse sectors. Led by GSH as the coordinating entity, the consortium includes a robust mix of research institutes, EO specialists, legal advisors, and technology providers. Each partner contributes critical capabilities across the value chain—from data acquisition and fusion to policy alignment and user engagement—ensuring that THEIA's deliverables are both cutting-edge and user-oriented. The section also includes clickable partner logos for quick access to institutional profiles. This visual and informational layout reinforces THEIA's identity as a pan-European initiative deeply rooted in cross-border collaboration and operational excellence.

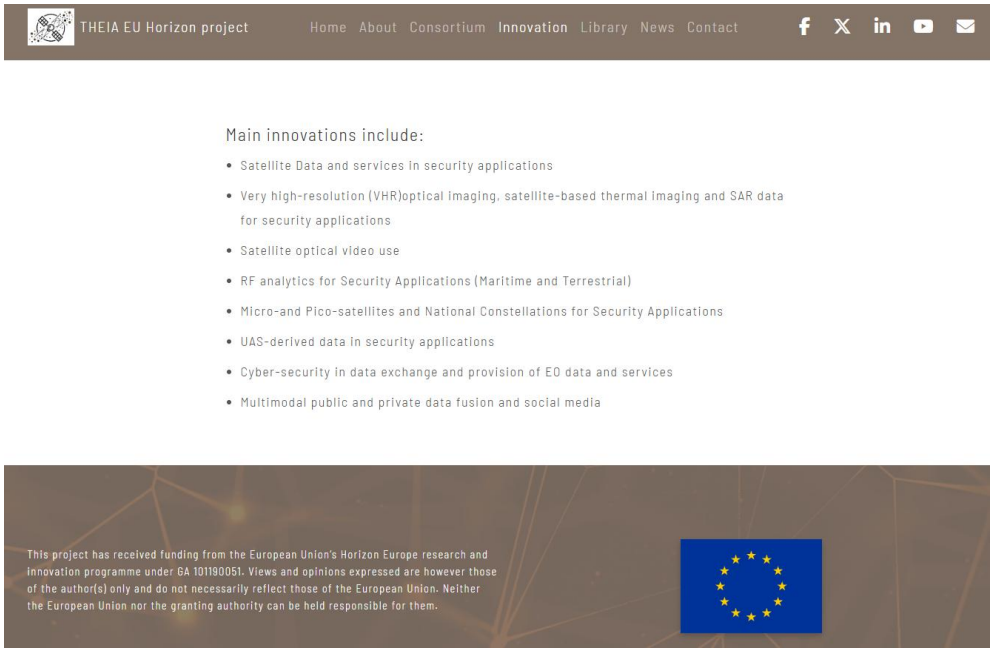

Figure 4: Website "Innovation" section

The "Innovation" section of the THEIA website (Figure 4) highlights the project's technological advancements and their direct relevance to security applications. It outlines how THEIA harnesses cutting-edge EO capabilities, including very high-resolution optical imaging, satellite video, and SAR data, to generate timely insights for crisis response. This section also includes the use of RF analytics for both maritime and terrestrial security, as well as the integration of data from micro- and pico-satellites, drones (UAS), and national satellite constellations.

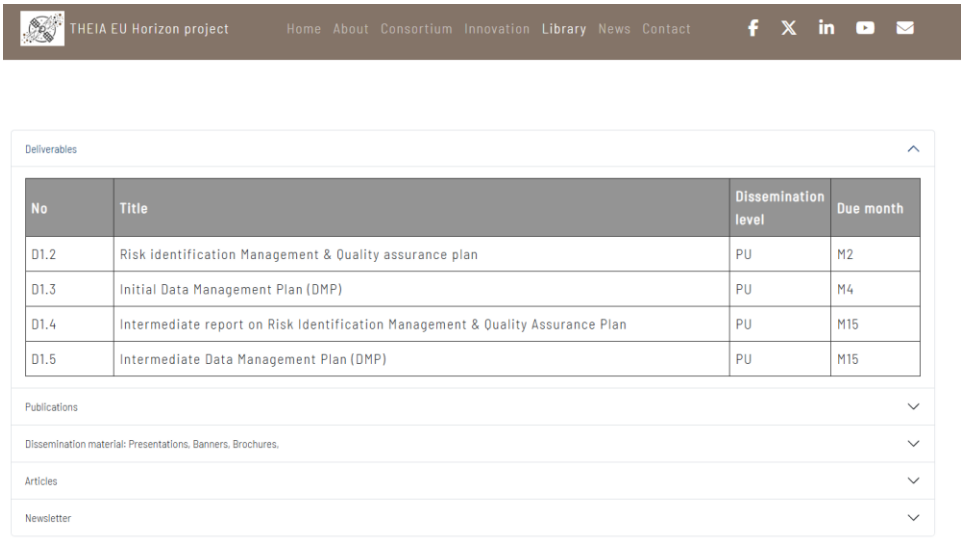

Figure 5: Website "Library" section

The "Library" section of the THEIA website (Figure 5) serves as a centralized repository for all project-related documentation and public outputs. It provides structured access to key deliverables, including risk management strategies, data management plans, and quality assurance reports, each clearly labeled with dissemination levels and due dates. This transparency reinforces THEIA's commitment to open science and EU funding obligations. Beyond deliverables, the section also includes expandable categories for publications, dissemination materials, articles, and newsletters, offering a comprehensive view of the project's knowledge base.

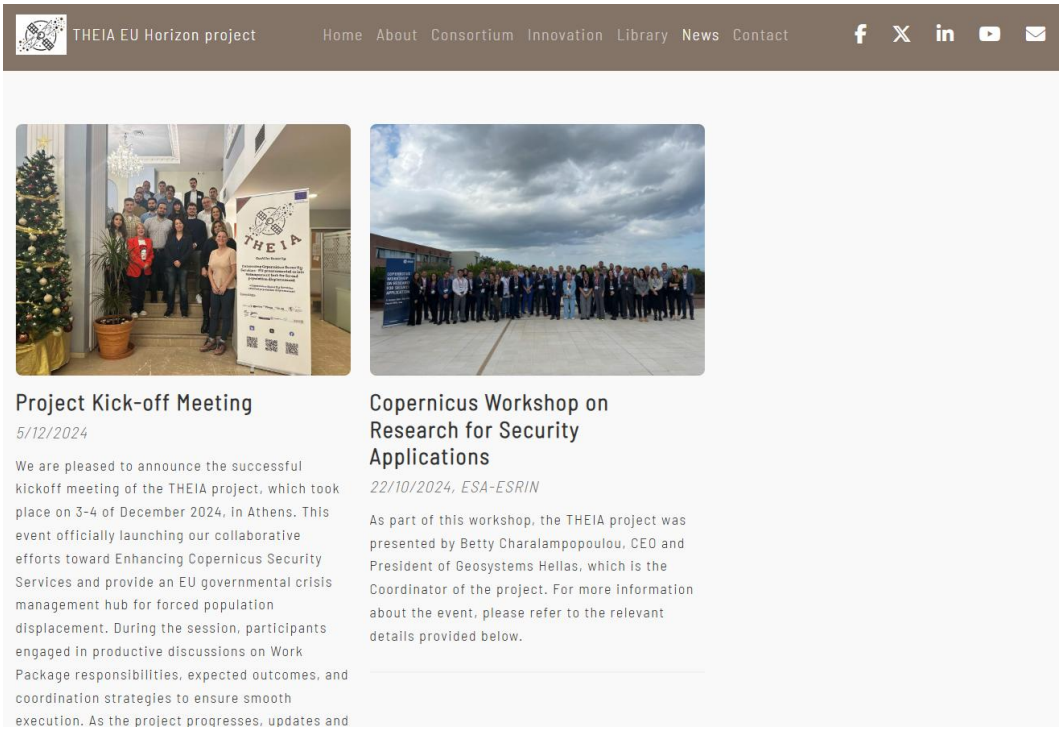

Figure 6: Website "News" section

The "News" section of the THEIA website (Figure 6) highlights key milestones and events that reflect the project's ongoing activities and visibility in the European research and security landscape. It features detailed updates such as the Project Kick-off Meeting held in Athens and THEIA's participation in the Copernicus Workshop on Research for Security Applications at ESA-ESRIN. Each news item is presented with a date, summary, and accompanying image to provide context and foster interest. This section not only serves to document THEIA's progress but also helps maintain transparency, showcase outreach, and stimulate continued interest among external stakeholders, partners, and the public.

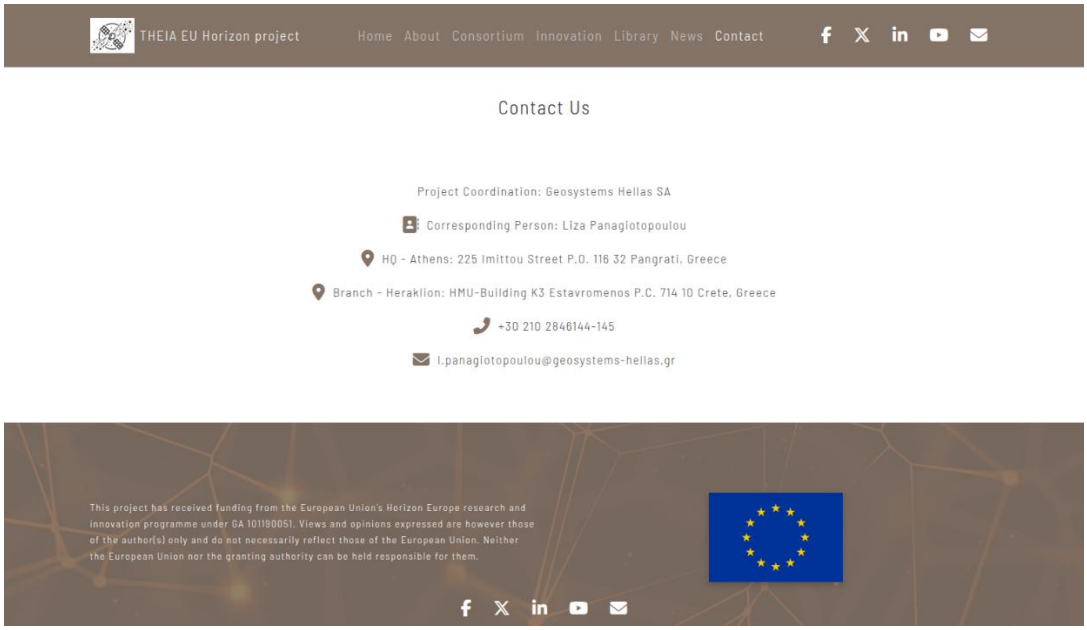

Figure 7: Website "Contact" section

The "Contact" section of the THEIA website (Figure 7) provides clear and direct information for reaching the project coordinator, Geosystems Hellas S.A. It includes contact details for the designated representative, Liza Panagiotopoulou, along with physical addresses for both the Athens headquarters and Heraklion branch, a phone number, and email address.

3.2. Social Media

THEIA is active on Facebook, X, LinkedIn, and YouTube. These platforms serve different audience segments.

3.2.1. Social Media Metrics

Social media channels, including LinkedIn, X, Facebook, and YouTube, play an important role in THEIA's communication strategy by promoting project activities, sharing updates, and engaging with a broad range of stakeholders. To ensure that these efforts are effective and continuously improving, key metrics will be collected and analysed.

Metrics to be monitored include the number of followers, likes, shares, and comments on each platform, as well as website traffic driven by social media posts (tracked via Google Analytics). These metrics will help assess the reach and impact of THEIA's online presence and guide adjustments to content and timing for future posts.

In addition to social media data, website analytics—such as page views, session duration, and bounce rates—will provide insight into user engagement and interest in project content. These quantitative measures will be reviewed in regular dissemination and communication meetings to identify trends and inform decisions on messaging and outreach strategies.

In a future update of this document, these metrics will also be presented in a graphical format, illustrating their evolution over time. This approach will provide a clear visual representation of THEIA's growing visibility and the effectiveness of its communication strategy.

3.2.2. Facebook

Facebook offers a user-friendly and widely accessible platform for engaging with the broader public, including civil society actors, students, and non-specialist audiences. Through a combination of visual storytelling, event promotion, and informative posts, THEIA can use Facebook to humanise its research and make complex topics such as GeoAI and crisis management more relatable. Facebook's integrated event tools and sharing features will also help the project build online communities and expand its reach organically through user engagement and shares.

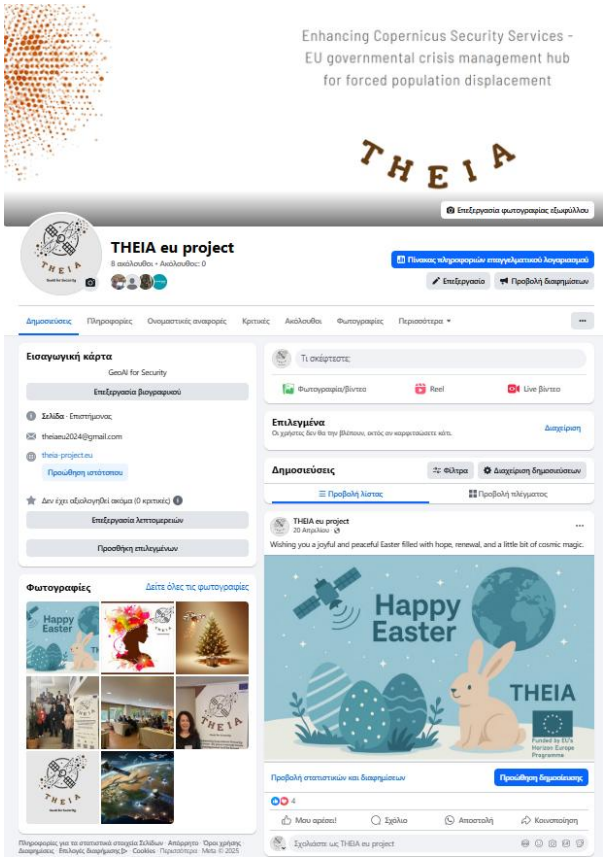

Figure 8: THEIA Facebook page

3.2.3. X

X serves as a vital channel for real-time communication, particularly with institutional stakeholders, media outlets, and policy communities. Its concise messaging format is ideal for disseminating quick updates, live event coverage, and announcements. THEIA can leverage hashtags, tag institutional partners, and participate in trending discussions relevant to EU security, space, and AI, thereby increasing its visibility among thought leaders and policy influencers.

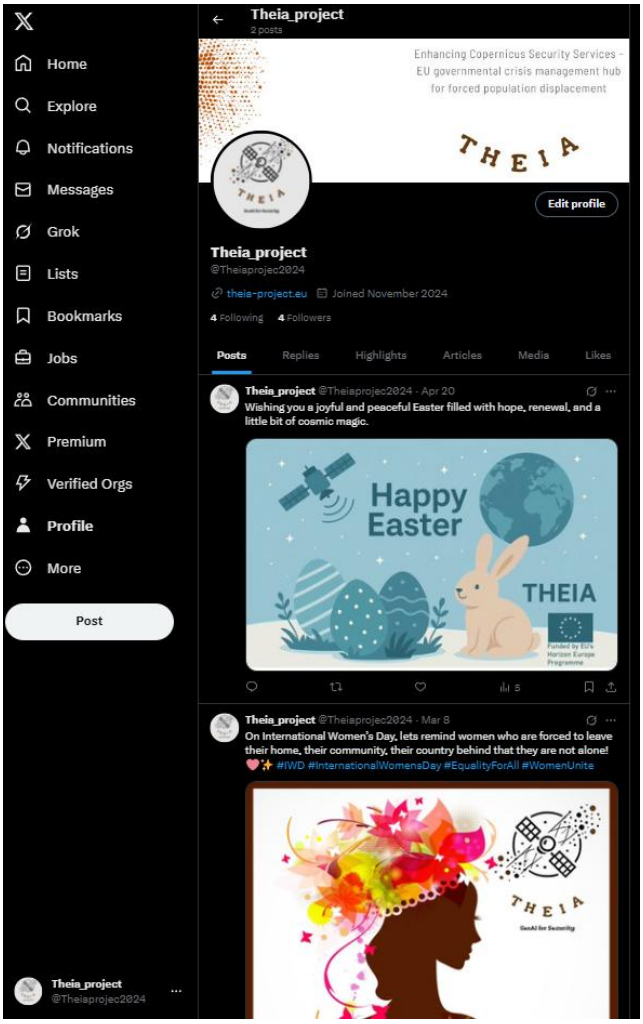

Figure 9: THEIA X/Twitter page

3.2.4. LinkedIn

LinkedIn provides a professional environment ideal for connecting with researchers, policy makers, and industry stakeholders. It is particularly effective for promoting peer-reviewed publications, policy briefs, job opportunities, and thought leadership content. THEIA can benefit from LinkedIn by sharing project milestones, strategic insights, and partner achievements, thereby reinforcing credibility and stimulating professional dialogue within and beyond the consortium.

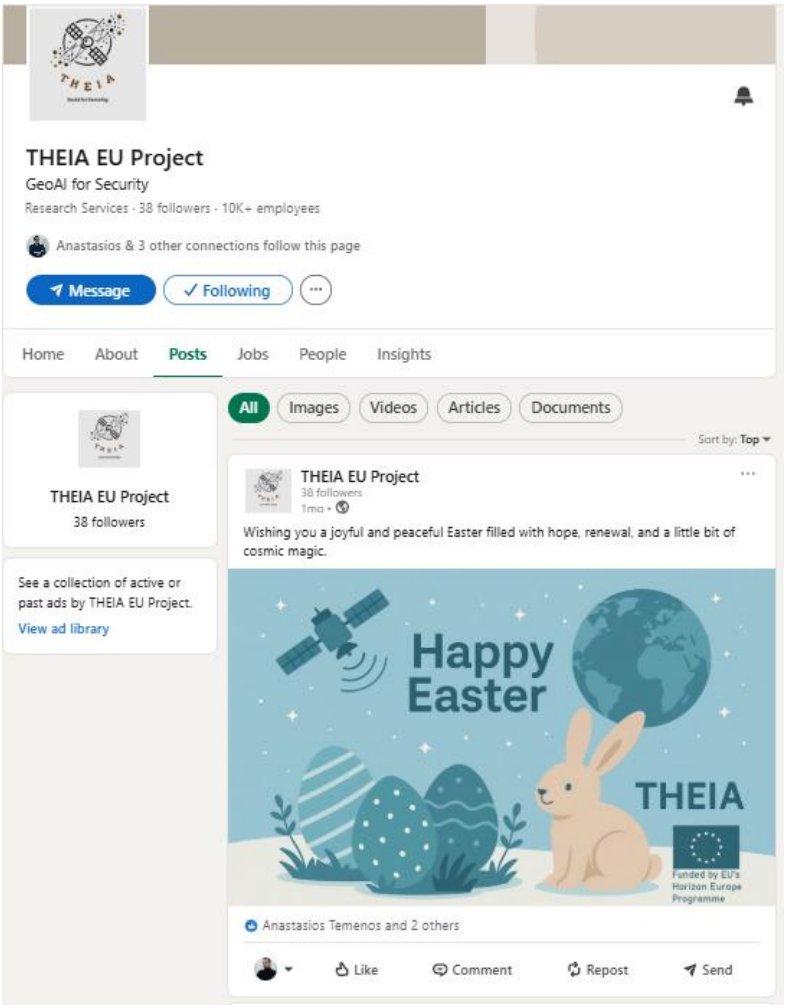

Figure 10:THEIA LinkedIn page

3.2.5. YouTube

YouTube is a valuable platform for hosting and sharing dynamic content such as project introduction videos, interviews with experts, training webinars, and event recordings. As a search-optimized platform, YouTube enhances the discoverability of THEIA's audiovisual materials and supports long-term knowledge sharing. Through well-produced videos and playlists, THEIA can reach technical and non-technical audiences alike, making its innovations more accessible and engaging.

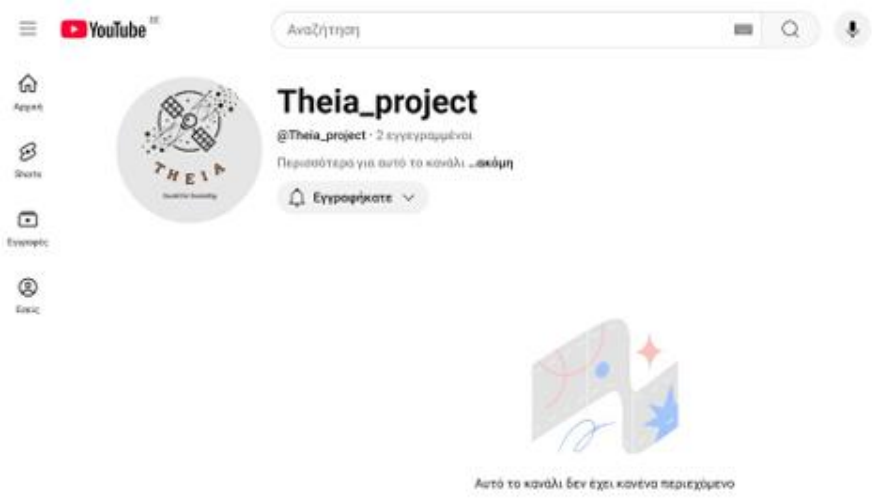

Figure 11: THEIA YouTube page

3.3. Newsletter

As part of THEIA's dissemination and communication strategy, a regular newsletter will be developed and circulated to project stakeholders, partners, and interested audiences. The newsletter will follow a consistent and visually engaging template that aligns with THEIA's branding guidelines and design elements, ensuring a coherent and professional appearance across all communication materials.

Figure 12: THEIA newsletter Template

Content will be carefully curated to provide concise, relevant updates on project progress, key achievements, upcoming events, and highlights from partner activities. Typical sections may include feature articles on technological innovations, interviews with consortium members or external experts, short summaries of deliverables, and links to recent publications or press releases. Visuals such as photos, infographics, and project logos will be used to enhance readability and encourage engagement. The newsletter will be issued on an annual basis to maintain a steady flow of information and keep the community engaged throughout the project lifecycle. Each edition will be distributed via the THEIA website, mailing lists, and social media channels, ensuring broad accessibility.

3.4. Press releases

Press releases are a key component of THEIA's dissemination and communication activities, designed to share major project milestones and outcomes with a wider audience. A dedicated press release template will be created, aligned with THEIA's visual identity, including logos, colours, and standardized fonts. This ensures a consistent and professional appearance across all press releases issued during the project's lifetime.

Figure 13: THEIA press release template

Each press release will feature concise, accessible summaries of significant achievements, upcoming events, technological breakthroughs, or results from key deliverables. Content will be tailored to highlight THEIA's impact on areas such as Copernicus Security Services, forced population displacement, and crisis management applications. Where appropriate, press releases may also include quotes from project leaders, images or graphics to increase engagement, and links to further information on the THEIA website and social media channels. Press releases will be issued every 10 months to ensure timely dissemination of project developments and to coincide with important milestones. This periodicity balances the need for regular updates with the practicalities of generating newsworthy content.

3.5. Stakeholder Engagement

Engaging with stakeholders is a central pillar of THEIA's communication strategy, ensuring that the project's activities, results, and innovations are relevant, accessible, and actionable for its intended audiences. Stakeholders are not only recipients of information but also valuable contributors who can provide insights, feedback, and collaboration opportunities that shape THEIA's outcomes. Their involvement helps align the project with real-world needs, enhances its impact, and supports the uptake of results in operational contexts.

THEIA's stakeholder network includes a diverse group of end-users, institutional partners, policymakers, researchers, industry actors, NGOs, and representatives from international organisations. This network will be developed and maintained through targeted communication efforts, including newsletters, project updates, social media interactions, and participation in relevant events and workshops. Stakeholders will also be invited to provide feedback on THEIA's progress and outputs, contributing to a dynamic exchange that ensures the project remains responsive to evolving needs.

The importance of this stakeholder network extends beyond information sharing. It fosters mutual learning, builds trust, and creates opportunities for collaborative exploitation of results. By establishing a robust and engaged stakeholder network, THEIA aims to amplify its visibility, strengthen its credibility, and maximize its societal and scientific contributions within the broader EO and security community.

3.6. Communication Kit, printed and visual materials

E-posters, roll-up banners and any other kind of infographics will be used at events and conferences to visually communicate the project's goals and results.

Figure 14: THEIA banner

As part of its initial dissemination efforts, THEIA developed and presented a dedicated banner (Figure 14) during the project's Kick-off meeting. This visual communication tool encapsulated the core identity, mission, and outreach structure of the project, serving both as a branding milestone and an introduction to the consortium's joint vision. The poster featured the project logo—a stylized satellite surrounded by orbital and data elements—alongside the tagline "GeoAI for Security," which succinctly captured THEIA's focus on the convergence of artificial intelligence and geospatial analysis for crisis response.

The central message of the poster, "Enhancing Copernicus Security Services – EU governmental crisis management hub for forced population displacement," clearly aligned with the project's

stated objectives and underscored its strategic contribution to European security autonomy. In addition to a bold textual narrative, the poster included hashtags (#CopernicusSecurityServices, #ForcedPopulationDisplacement) to support its digital footprint and facilitate discoverability across social media platforms. Beneath the main title, the poster prominently displayed the logos of all project partners, reinforcing the collaborative and interdisciplinary nature of the initiative. This visual consortium representation served to highlight the geographic and institutional diversity of the participants, such as academic and industrial leaders. Finally, the inclusion of social media icons and QR codes directed viewers to the project's official website and social channels, encouraging engagement and enabling access to further information.

Figure 15: THEIA e-poster

The THEIA e-poster provides an overview of the THEIA project, highlighting its innovative approach to enhancing Copernicus Security Services with a focus on managing forced population displacement. It introduces THEIA's mission and objectives, describes the multi-source data integration approach (including satellite and non-space data), and showcases the advanced technological components such as GeoAI and automated processing pipelines. The poster also features the consortium partners, key discussion points on strategic impact, and a QR-coded link to the project's website and social media channels, ensuring easy access to further information. Overall, it effectively conveys the project's relevance, structure, and commitment to addressing critical security and humanitarian challenges.

3.7. Scientific Publications and Conferences

Open-access publications in high-impact journals and presentations at key conferences will ensure academic visibility. These outputs will follow Horizon Europe open access policies. THEIA will be represented at the Living Planet Symposium 2025, organized by the European Space Agency, one of the world's largest EO conferences.

The following table provides an overview of upcoming conferences that are relevant to THEIA's focus areas; while the project does not plan to attend all of them, it serves as a reference for identifying opportunities for participation, either through presentations, publications, or networking activities as deemed appropriate by the consortium.

Table 2: List of upcoming conferences

Conference	Period	Place	Website
The Migration Conference	11-17 June	London	https://www.migrationconference.net/
Living Planet Symposium	23—27 June	Vienna	https://lps25.esa.int/
Coast Guard Capability	24-25 June	London	https://www.defenceiq.com/events-coastguardcapability
IGARSS 2025	3-8 August	Brisbane	https://www.2025.ieeeigarss.org/
World Satellite Business Week 2025	15 September-19 September	Paris	https://wsbw.com/
SatCamp 2025	24 September-26 September	Boulder	https://satcamp.xyz/
IAC 2025	28 September-3 October	Sydney	https://www.iac2025.org/
Space Tech Expo Europe	18-20 November	Bremen	www.spacetechexpo-europe.com
InGARSS 2025	10 December-13December	Bhubaneswar	https://www.ingarss-2025.in/
AGU 2025	15 December-19 December	New Orleans	https://www.agu.org/plan-for-a-meeting/agumeetings

THEIA featured prominently at the EuroGEO 2025 Global Forum through the presentation of a dedicated ePoster (Figure 16).

Figure 16: THEIA eposter on EuroGEO (05/05-09/05)

Framed under the Horizon Europe framework, the ePoster introduced THEIA's core technological capabilities—including GeoAI, multi-source data fusion, and automated processing pipelines—and emphasized their relevance for tackling complex challenges such as forced population displacement and climate-induced emergencies.

3.8. Clustering and EU Platforms

THEIA aims to establish active collaborations with at least 15 EU-funded projects in related areas such as EO, crisis management, and GeoAI. As part of its clustering strategy, THEIA will also publish content on relevant EU platforms, including the Horizon Results Platform, EuroGEO, and CORDIS, to increase visibility and facilitate stakeholder engagement. As part of this effort, THEIA was recently featured at the GEO Global Forum 2025, supported by the European Health and Digital Executive Agency (HaDEA), alongside more than 60 Horizon Europe projects working on EO.

Notable projects mentioned for clustering and thematic collaboration include:

- ACCIBERG (https://acciberg.nersc.no/),
- AI4COPSEC (https://ai4copsec.eu/),
- CENTAUR (https://centaur-horizon.eu/),
- CLMS Cities (https://clms-cities.eu/),
- Domino-E (https://domino-e.eu/),
- EDGE SpAIce (https://edgespaice.eu/),
- Evoland (CLMS) (https://www.evo-land.eu/),
- FOCCUS EU (https://foccus-project.eu/),
- IIMEO (https://ohb-theo.de/iimeo-project/),
- MESEO (https://meseoproject.eu/),
- NECCTON (https://neccton.eu/),
- ORCHIDE (https://orchide.pages.upb.ro/),
- SCARBOn - Space CARBon Observatory next step (https://www.scarbon-project.eu/),
- SDGs-EYES (https://sdgs-eyes.eu/),
- SEED-FD (https://www.seed-fd.eu/) and
- TERRA HORIZON (https://terra-horizon.eu/).

These initiatives share common ground in fields such as geospatial intelligence, data integration, and Copernicus Services enhancement. The table below outlines the key stakeholder groups that THEIA aims to reach through its clustering activities with selected EU-funded projects, highlighting how each project can help establish connections with specific stakeholders to amplify the impact of THEIA's results.

Table 3: List of potential stakeholders through synergies

European Commission services	DG DEFIS (Space & Security), DG HOME (Migration & Security), DG ECHO (Humanitarian Aid), DG CLIMA (Climate Policy)	AI4COPSEC, DOMINO-E, EDGE SpAIce, FOCCUS EU
ESA & Copernicus Programme	ESA, Copernicus Emergency Management Service, Copernicus Security Service, European EO user community	ACCIBERG, AI4COPSEC, CLMS Cities, Evoland (CLMS), FOCCUS EU
National Security & Crisis Authorities	Ministries of Defense, National Crisis Management Centers, Border Control Agencies	AI4COPSEC, CENTAUR, IIMEO, Domino-E, SEED-FD
Civil Protection Agencies	European Civil Protection Mechanism, national and regional disaster response agencies	ACCIBERG, CENTAUR, Evoland (CLMS), SCARBOn
Research Institutes & Universities	Universities and R&D centers focused on EO, AI, and humanitarian response	MESEO, NECCTON, EDGE SpAIce, ORCHIDE
Space Industry & EO Companies	EO technology providers, AI software developers, small and medium-sized enterprises	AI4COPSEC, EDGE SpAIce, TERRA HORIZON, FOCCUS EU
Environmental Agencies	National Environmental Agencies, European Environment Agency (EEA), agencies supporting climate adaptation	ACCIBERG, Evoland (CLMS), MESEO, SCARBOn
Urban Planning & Local Authorities	City councils, urban planning offices, regional authorities dealing with forced displacement	CLMS Cities, CENTAUR, SEED-FD, TERRA HORIZON
International Organizations	UN bodies, NATO, World Bank, OSCE	AI4COPSEC, NECCTON, IIMEO, ORCHIDE, SDGs-EYES

Apart from the potential synergies with other projects, the participation in EuroGEO 2025 provided a strategic opportunity for THEIA to engage with EO experts, policymakers, and institutional users from across Europe and beyond. By showcasing its innovative approach to integrating space-based intelligence with AI-driven analytics, THEIA underscored its added value to Copernicus Security Services and its contribution to Europe's long-term security and resilience agenda.

4. Branding and EU Visibility

A strong and consistent visual identity underpins all THEIA communication efforts. This identity was defined in Deliverable D13.1 and is implemented across all communication channels.

4.1. Project Logo and Visual Guidelines

The THEIA logo (Figure 17) features a stylised satellite, data nodes, and a bold font with the tagline "GeoAI for Security." It symbolises the integration of space-based intelligence and AI-driven analysis. Colour schemes, fonts, and spacing guidelines are standardised.

Figure 17: THEIA logo

4.2. Templates and Layouts

Templates for PowerPoint presentations (Figure 18), deliverables, reports, and posters have been developed to ensure consistency. All materials prominently display the logo, EU emblem, and funding acknowledgment.

Figure 18: THEIA template for PowerPoint presentation

4.3. EU Funding Acknowledgment

In line with Article 17 of the GA, all communications include the following disclaimer:

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority."

4.4. Accessibility and Language

Content is written in clear, accessible language. Visuals and translations will be used when targeting broader audiences or multilingual stakeholders.

By maintaining consistent branding and strictly following EU visibility rules, THEIA ensures that all communication outputs are immediately recognisable and compliant with Horizon Europe standards.

5. Implementation Timeline

The implementation of dissemination and communication activities within THEIA follows a structured timeline aligned with key project phases and deliverables. During the initial phase (Months 1–6), the focus was on establishing the project's visual identity and foundational communication tools. This included the creation and deployment of the THEIA website and the setup of official social media accounts. In addition, the project's visual branding was consolidated and an ePoster was submitted for the GEO Forum 2025, helping position THEIA within the international geospatial community. Dissemination tracking mechanisms were also established to monitor outputs and reach.

In the development phase (Months 7–18), activities will shift toward the dissemination of early scientific findings and technical milestones. Project news, blog posts, and open-access publications will be shared through the website and other platforms. THEIA partners will attend key conferences to present preliminary results and engage in dialogue with external experts. Training materials and outreach tools will also be developed during this period to increase stakeholder awareness and technical literacy.

In the final phase (Months 19–30), efforts will concentrate on the visibility and promotion of KERs. The project website will be enriched with final deliverables, demonstrators, and multimedia outputs such as videos and visual summaries. THEIA will also actively engage in clustering with other EU-funded initiatives, participate in high-profile dissemination events, and publish a final newsletter. These activities aim to ensure the longevity and usability of project results beyond its formal conclusion.

6. Monitoring and KPIs

To ensure that dissemination and communication efforts are effective and well-aligned with project goals, THEIA will apply a robust monitoring framework supported by KPIs. This framework will enable continuous evaluation and improvement of outreach efforts throughout the project's life. Monitoring will be an ongoing activity embedded into monthly WP13 meetings, where partners review progress against dissemination goals and identify emerging opportunities or gaps. All dissemination and communication actions are recorded in a centralized online tracker, accessible to all partners. The dissemination KPIs are presented on the following table.

Table 4: List of dissemination KPIs

KPI Category	Description
Website Engagement	10.000 Website visits, page views, average session duration, and document downloads.
Video Content	3 videos with 200 views will be published on the website and THEIA's YouTube channel.
Social media	At least 100 followers and 80 posts on LinkedIn, X (Twitter), Facebook, and YouTube.
Printed & Digital Material	2 leaflets and posters distributed; requests for materials from stakeholders; feedback received.
Press Releases	3 publications and media outlets covering THEIA-related stories and 150 downloads
Scientific Publications	8 papers published in peer-reviewed journals and presentations at conferences and symposiums.
Workshops & Conferences	4 workshops organized and feedback collected from attendees.
Final Public Event	A final Event that will attract at least 100 people and feedback collected from attendees
Overall Dissemination Reach	Participation in external conferences, clustering activities with other projects, and mentions in newsletters or online platforms.

Quantitative KPIs include metrics such as the number of website visitors, page views, and document downloads. These analytics will be collected using website monitoring tools and reviewed regularly to assess how effectively the website supports user engagement and knowledge sharing. Social media analytics—including follower growth, engagement rates (likes, shares, comments), and post reach—will provide insight into the performance and resonance of online campaigns. Moreover, during the development and final phase (M7-M30), THEIA will create 3 videos (1 introductory and 2 main project videos). The videos will target different

stakeholder groups and the technical language of the videos will be selected considering the target groups. The videos which will disseminate the project results will be uploaded and made accessible on the project website and the THEIA YouTube channel.

Lastly, the scientific output will be measured by the number of peer-reviewed publications, conference presentations, and citations. These outputs contribute to the academic footprint of THEIA and validate the project's contributions to the scientific community. KPIs in this area will also include open-access compliance, ensuring that results are freely available according to Horizon Europe standards.

Qualitative indicators are equally important. These include feedback collected from workshop participants, survey responses from stakeholders, and testimonials received during public events. During the project's lifecycle, THEIA will organize 1 Main Workshop focusing on gaps and needs assessment and 3 Workshops related to the application case studies, contribution to Copernicus Security Working Groups and Strategic Research and Innovation Agenda (SRIA). These workshops will provide inputs that will be used to assess how the project is perceived externally, the relevance of the content shared, and the effectiveness of knowledge transfer. Participation in dissemination events will be monitored by counting the number and type of events attended by consortium members, and whether THEIA content was presented. Media coverage, such as mentions in online articles, interviews, or newsletters, will also be tracked as indicators of public reach.

7. Risk Management

THEIA's communication and dissemination activities face a number of risks. Anticipating these challenges ensures that mitigation strategies are in place.

Table 5: Key Risks and Mitigation Measures

Risk	Mitigation Strategy
Low engagement from stakeholders	Develop audience-specific content, use interactive formats (polls, Q&As), proactive outreach to user networks
Non-compliance with EU visibility rules	Dissemination lead (ICCS) to review all materials before publication, provide templates and checklists
Limited dissemination of sensitive results	Clear tagging of restricted vs. public outputs; ensure only authorized content is shared; liaise with SAB, PC and WP leaders on security review
Inconsistent messaging or branding	Enforce use of templates and branding guidelines; centralized content review before release
Language or accessibility barriers	Translate materials as needed; use infographics and plain language summaries for wider understanding

Proactive risk monitoring will be part of regular WP13 meetings, ensuring the timely resolution of any issues and continuous improvement of dissemination practices.

8. Conclusion

The THEIA Dissemination and Communication Plan supports the project's overarching aim of strengthening European capabilities in advanced EO. Building on early milestones—such as the launch of the website, establishment of a cohesive visual identity, and initial outreach through social media—the plan outlines a forward-looking approach to ensuring that THEIA's outcomes are shared, understood, and put to use.

One of the most important aspects of this plan is its adaptability. In particular, as THEIA progresses, the consortium anticipates new findings, stakeholder expectations, and policy contexts that will form new dissemination expectations. Therefore, the plan accounts for this dynamic environment by embedding continuous monitoring, stakeholder feedback loops, and KPIs that allow for course correction and refinement of messages and tools.

The impact of dissemination and communication is not measured only by the volume of outputs but by the depth of engagement and the real-world application of project results. Therefore, THEIA aims to deliver content that is credible, compelling, and actionable. This will be achieved through the ongoing development of accessible materials, open-access publishing, and collaboration with related initiatives at the European and global levels. Moreover, the plan reaffirms THEIA's commitment to the principles of open science and responsible innovation. It emphasizes the importance of inclusivity, transparency, and ethical awareness in all communication efforts. The visual and editorial consistency mandated by the branding guidelines, alongside strict adherence to EU funding acknowledgment requirements, reflects the project's high standards of professionalism and accountability. As the project matures, the Dissemination and Communication Plan will serve not only as a guidance document but also as a shared compass for all consortium partners. By fostering alignment and encouraging active participation from all members, it enhances the coherence and impact of the project's external communications.

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