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GeoAI for Security

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

Dissemination and Communication Report (Version 1/1st-period), D13.4

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

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Executive Summary

This Dissemination and Communication Report presents the communication and outreach activities implemented by the THEIA project during the first reporting period (M1–M15). As a Horizon Europe initiative focused on advancing GeoAI-enabled crisis management capabilities within the Copernicus Security ecosystem, THEIA operates at the intersection of Earth Observation (EO), Artificial Intelligence (AI), and security-oriented innovation. In this context, dissemination activities are not limited to visibility objectives, but constitute a strategic instrument for stakeholder engagement, institutional positioning, and long-term impact generation. During the first fifteen months, THEIA established a structured and coherent Communication and Dissemination Strategy aligned with the Grant Agreement (GA) and broader Horizon Europe impact principles. The initial phase focused on building a strong narrative foundation, consolidating visual identity, mapping key stakeholders, and positioning the project within the European space and security landscape. The strategy combined awareness-building actions, targeted dissemination towards institutional and operational audiences, and early engagement with peer projects and EU-level initiatives.

A significant component of this period involved participation in high-level European events and institutional platforms, including Copernicus-related forums and EU innovation showcases. Through these engagements, THEIA reinforced its positioning as a forward-looking initiative contributing to next-generation Copernicus Security Services. The project successfully articulated how the integration of multi-source data fusion, satellite video, RF signal analysis, and GeoAI-driven analytics can enhance situational awareness, improve early detection capabilities, and support evidence-based crisis response. In parallel, a coherent set of communication materials was developed and deployed, including brochures, leaflets, scientific posters, and the first project newsletter. These outputs ensured message consistency across institutional and technical audiences while maintaining accessibility and clarity. The project's digital presence was progressively strengthened through its website and social media channels, enabling sustained engagement beyond physical events.

Digital analytics during M1–M15 demonstrate that THEIA has successfully reached high-value professional audiences within the space research, IT services, defence, and research sectors. Engagement data indicates strong interaction from senior-level stakeholders and project management professionals, confirming effective penetration into relevant institutional and technical communities. While follower numbers remain at early-stage levels consistent with the project lifecycle, qualitative engagement indicators show that communication activities are effectively targeting the intended stakeholder groups. A distinctive feature of THEIA's dissemination approach during this reporting period has been its early integration with exploitation planning. Communication actions were strategically aligned with the identification of potential user communities, monitoring of intellectual property opportunities, and

preparation of internal exploitation workshops. This ensured that outreach activities directly supported long-term impact pathways rather than operating as standalone promotional efforts.

The project also demonstrated proactive engagement within the broader Horizon Europe ecosystem. Cross-project dialogue and the preparation of a joint workshop with the AI4COPSEC project represent tangible steps toward collaborative dissemination and cluster-level positioning. These synergies enhance visibility, policy relevance, and strategic alignment within the Copernicus Security innovation landscape. Operating within a sensitive policy domain that intersects AI, security, and displacement monitoring required careful narrative framing. THEIA consistently emphasised responsible innovation principles, ethical-by-design safeguards, and the use of aggregated, non-identifying data. This approach strengthened trust, mitigated potential misinterpretations, and ensured alignment with EU fundamental rights and governance frameworks.

The first reporting period has therefore successfully delivered the foundational elements required for scalable dissemination impact. The project has established institutional visibility, consolidated its communication identity, and embedded itself within relevant European innovation networks. Lessons learned during M1–M15, particularly regarding strategic framing, cross-project collaboration, and digital amplification, have informed the planning of the next phase. During M16–M30, dissemination activities will progressively transition toward showcasing validated technical results, intensifying stakeholder workshops, and reinforcing exploitation-oriented communication. Increased emphasis will be placed on expanding digital reach, diversifying geographic engagement, and contributing to institutional dialogues on AI governance, resilience, and strategic autonomy in space-based security services.

In conclusion, the first fifteen months have positioned THEIA as a credible and strategically aligned initiative within the Copernicus Security ecosystem. The project remains firmly on track to strengthen its communication impact, deepen stakeholder engagement, and maximise its contribution to safer and more resilient societal functions through responsible and innovative use of EO and AI technologies.

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List of Acronyms / Abbreviations

Table 1. List of Acronyms/Abbreviations

Acronym / Abbreviation	Explanation
AI	Artificial Intelligence
CSS	Copernicus Security Services
DEFIS	Directorate-General for Defence Industry and Space
EC	European Commission
EO	Earth Observation
EU	European Union
FRONTEX	European Border and Coast Guard Agency
GA	Grant Agreement
GeoAI	Geospatial Artificial Intelligence
GDPR	General Data Protection Regulation
HaDEA	European Health and Digital Executive Agency
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
ML	Machine Learning
NATO	North Atlantic Treaty Organization
PO	Project Officer

RF	Radio Frequency
SATCEN	European Union Satellite Centre
SME	Small and Medium-Sized Enterprise

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 catalyses 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.

This deliverable, D13.4 "Dissemination and Communication Report", presents a comprehensive overview of the dissemination and communication activities implemented during the first reporting period (M1–M15). It documents the execution of the strategy defined in previous deliverables, particularly D13.1 (Dissemination and High-Impact Collateral Plan) and D13.2 (Dissemination and Communication Plan), and evaluates progress against the Key Performance Indicators (KPIs) established therein. The report analyses dissemination performance across multiple dimensions, including institutional participation, digital outreach, production of communication materials, stakeholder engagement, cross-project synergies, and early exploitation alignment. It further examines qualitative indicators such as audience profiling, policy relevance, and integration within the Copernicus Security ecosystem. Where applicable, deviations, challenges, and lessons learned are identified to inform future improvements.

The "D13.4 – Dissemination and Communication report", is the fourth 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)

This document is one of the outputs of **Task 13.1 "Dissemination and high-impact collateral plan"**.

1.1. Purpose and scope of the deliverable

The purpose of Deliverable D13.4 "Dissemination and Communication Report" is to provide a structured and evidence-based overview of all dissemination and communication activities implemented during the first reporting period (M1–M15) of the THEIA project. The document evaluates the execution of the strategy defined in previous WP13 deliverables and assesses progress against the Key Performance Indicators (KPIs) established in the Dissemination and Communication Plan. In doing so, it demonstrates how outreach activities have supported visibility, stakeholder engagement, institutional positioning, and early exploitation planning within the Copernicus Security ecosystem.

The scope of this deliverable covers institutional and event-based dissemination, digital outreach, production of communication materials, cross-project synergies, and alignment with Horizon Europe visibility and open access requirements. It further provides a performance-oriented analysis of audience reach, engagement quality, and strategic positioning, while identifying challenges encountered and lessons learned during the implementation phase. By documenting both quantitative indicators and qualitative impact, the report offers a transparent account of communication progress and sets the basis for scaling dissemination efforts in the subsequent reporting period.

1.2. Structure of the deliverable

Based on the description of the GA and the title of the deliverable, the document addresses the following topics in its various chapters:

This document consists of the following chapters:

- The executive summary of the deliverable.
- **Chapter 1** which includes an introduction and scope of THEIA dissemination and communication report.
- **Chapter 2** which describes the communication and dissemination strategy
- **Chapter 3** which presents the implemented dissemination activities
- **Chapter 4** which outlines the KPI monitoring and performance assessment.
- **Chapter 5** which highlights the synergies and institutional engagement during the first period

- **Chapter 6** which identifies the challenges and lessons learned
- **Chapter 7** which presents the planned activities for the next period

1.3. References

- Project GA with No. 101190051
- THEIA Partners CA
- D13.1" Website and THEIA logo"
- D13.2 "Dissemination and Communication Plan (Version 1/1st-period)"

2. Communication & Dissemination Strategy (M1–M15)

2.1. Strategic Framework and Objectives

During the first reporting period (M1–M15), THEIA implemented a structured and forward-looking Communication and Dissemination Strategy fully aligned with the objectives defined in the GA and the broader Horizon Europe framework for impact-driven research. The strategy was conceived not merely as a visibility exercise, but as a core enabler of the project's long-term exploitation, policy relevance, and societal positioning. From the outset, communication actions were designed to position THEIA within the European Copernicus Security ecosystem as an advanced GeoAI-enabled initiative addressing complex crisis management challenges, particularly those related to forced population displacement. The strategic objective during this first period was to establish a clear and coherent identity for the project, articulate its added value within the European security and space landscape, and ensure early recognition among institutional, operational, and research stakeholders.

The communication framework integrated three complementary dimensions. First, awareness-building activities aimed at increasing visibility within EU institutional and space-related environments. Second, targeted dissemination efforts directed at specific stakeholder groups with technical or operational interest in the project's results. Third, structured engagement actions designed to foster synergies with peer Horizon Europe projects and relevant EU actors. This integrated approach ensured that communication was not fragmented, but instead strategically connected to impact pathways and future exploitation planning. Furthermore, particular emphasis was placed on aligning the project's narrative with emerging EU priorities, including strategic autonomy in space technologies, resilience in crisis management, and the responsible deployment of AI in security-related contexts. This ensured coherence between project-level messaging and broader European policy discourse.

2.2. Target Audiences and Positioning

During the first fifteen months, THEIA's communication and dissemination efforts were guided by a clearly defined audience segmentation strategy. Rather than addressing a generic public, the project focused on engaging specific stakeholder communities whose mandates, expertise, or operational roles are directly connected to the project's scope. Primary attention was given to institutional and policy-level stakeholders, including European Union entities, Copernicus-related services, security agencies, and national ministries involved in crisis response, defence, and border management. Communication towards this audience aimed to highlight THEIA's potential contribution to strengthening Copernicus Security Services and supporting Europe's capacity to respond to evolving geopolitical and climate-related crises. The messaging focused on positioning

the project within the broader Copernicus Security ecosystem while introducing its technological approach and anticipated operational benefits.

A second key audience consisted of operational end-users, including security and crisis management authorities. Messaging directed to this group aimed to present the expected practical benefits of GeoAI-enabled data fusion, including improved situational awareness and enhanced decision-support capabilities. The emphasis was placed on communicating usability objectives, responsiveness to evolving user requirements, and the planned integration of space and non-space data streams. The scientific and research community formed a third important audience. Here, the project's communication highlighted methodological innovation, data fusion techniques, GeoAI integration, and scalable processing architectures. Participation in important EO and institutional events, including EU Space Days, the GEO Global Forum, and Copernicus-related forums, together with the production of high-quality visual materials, supported the project's technical visibility and credibility within the research and innovation ecosystem.

In parallel, industry actors and technology providers were indirectly addressed through event participation and dissemination materials, laying early foundations for future exploitation and partnership opportunities. Finally, through public-facing tools such as the website, newsletter, and social media channels, THEIA ensured transparency and accountability toward the broader innovation community and European citizens. This structured segmentation enabled differentiated messaging while maintaining a unified and consistent project narrative.

2.3. Core Messaging and Narrative Coherence

A coherent narrative framework was established early in the project and consistently reflected across all dissemination materials and public interventions. THEIA was positioned as an initiative enhancing Copernicus Security Services through the integration of GeoAI and multi-source data fusion. This core message was complemented by emphasis on the project's contribution to monitoring and understanding forced population displacement in complex crisis scenarios. The communication narrative highlighted the project's ability to integrate space-based and non-space data sources into a unified situational picture, thereby enabling more informed, timely, and autonomous decision-making. Particular attention was given to articulating the European added value of THEIA, especially its contribution to strengthening EU technological independence in security-related EO services.

All visual and written materials, including the project brochure and the first newsletter, reflected this strategic narrative consistency. The messaging avoided overly technical language when addressing non-specialist audiences while preserving scientific credibility in research-oriented contexts. This balance ensured accessibility without compromising precision. Moreover, communication outputs were carefully framed to reflect responsible innovation principles. Given

the sensitivity of topics such as displacement monitoring and security applications, messaging explicitly referred to aggregated data usage, ethical safeguards, and alignment with EU fundamental rights. This proactive framing contributed to reinforcing legitimacy and societal trust.

2.4. Communication Channels and Implementation Approach

During the first reporting period, THEIA deployed a multi-channel communication approach combining institutional presence, digital dissemination, and high-quality visual materials. A coherent visual identity was established and consistently applied across all communication tools, including brochures, leaflets, posters, and digital content. The project website functioned as the central information hub, providing structured information about objectives, partners, technological approach, and public outputs. Social media channels were actively used to promote participation in high-level events, highlight institutional engagement, and amplify visibility within the Copernicus and Horizon Europe ecosystems.

Event-based dissemination constituted a central pillar of the M1–M15 strategy. Participation in major European space and security-related events, including Copernicus-focused gatherings and institutional showcase initiatives, allowed THEIA to position itself directly within relevant policy and operational discussions. Such engagements contributed not only to visibility but also to stakeholder mapping and relationship building. Importantly, communication activities were designed to complement exploitation planning under WP13. Rather than operating in isolation, dissemination actions supported early identification of user communities, potential IPR opportunities, and long-term market pathways. This integration ensured coherence between visibility, stakeholder engagement, and impact generation.

2.5. Responsible Communication and Alignment with EU Values

Recognising the sensitive nature of security-oriented technologies and the societal implications of displacement-related analytics, THEIA integrated responsible communication principles throughout the first reporting period. Particular care was taken to ensure that messaging did not contribute to stigmatization or misinterpretation. References to ethical-by-design principles and responsible AI development were consistently included in public materials and presentations. Communication explicitly clarified that the project relies on aggregated and non-identifying geospatial information, reinforcing alignment with GDPR principles and fundamental rights protections. By proactively addressing potential ethical concerns, the project strengthened trust and transparency while differentiating itself as a responsible innovation initiative within the security research domain. This balanced and strategic approach during M1–M15 laid the foundations for the next reporting period, during which dissemination will increasingly focus on

technical validation results, stakeholder workshops, and exploitation-oriented outreach activities.

3. Dissemination Activities Implemented (M1–M15)

3.1. Institutional and Event-Based Dissemination

During the first reporting period (M1–M15), THEIA adopted a proactive institutional dissemination strategy, prioritising participation in high-level European space, security, and Copernicus-related events. This approach was designed to position the project within relevant policy and operational ecosystems from an early stage and to establish recognition among institutional stakeholders. THEIA was presented in important European fora where crisis management, EO, and security innovation were central themes. Participation in events such as the Living Planet Symposium 2025 (Figure 1) enabled the project to engage with the broader EO research and operational community, presenting its GeoAI-driven approach to multi-source data fusion and displacement monitoring. Dedicated posters and visual materials were developed for this purpose, ensuring consistent branding and technical clarity across public engagements.

Figure 1: THEIA eposter LPS25

A key milestone was THEIA's presentation at **EU Space Days 2025 in Gdańsk (May 2025)** (Figure 2), within the session *"Meet the latest Horizon projects for the evolution of the Copernicus Services"*. The presentation introduced THEIA's GeoAI-enabled crisis management hub to a broad audience of EU institutional actors, industry representatives, and Copernicus stakeholders. Participation in this high-level event reinforced THEIA's visibility within the Horizon Europe Space cluster and strengthened its positioning as a project contributing to the evolution of Copernicus Security Services (CSS).

Figure 2: THEIA presentation in Gdańsk

In parallel, THEIA was showcased at the **GEO Global Forum (May 2025)** (Figure 3) through the presentation of an official e-poster. The poster highlighted the project's objectives, technological approach, and integration of multi-source data (satellite imagery, optical video, RF signals, and non-space information) combined with GeoAI and Machine Learning. This participation ensured visibility within the global EO community and reinforced the project's international outreach beyond the immediate EU security ecosystem.

Figure 3: THEIA eposter

Furthermore, on September 2025, THEIA participated in the celebration of ***"10 Years of Copernicus"*** *at Frontex* (Figure 4). This institutional event highlighted the evolution of Copernicus services and their contribution to border security, resilience, and operational innovation across Europe. THEIA's presence in this setting underscored its integration within the Copernicus Security framework and demonstrated its commitment to supporting enhanced situational awareness and advanced research aligned with end-user needs. Engagement in this context

further strengthened direct visibility among operational stakeholders and agencies closely linked to CSS.

Figure 4: 10 years of Copernicus at Frontex

In addition, THEIA was showcased in institutional settings closely linked to CSS and EU crisis management frameworks. Engagement in initiatives such as **the HaDEA Showcase Event 2026 (January 2026)** (Figure 5) further reinforced the project's positioning as an EU-funded innovation contributing to resilience in space and security domains. These participations allowed direct interaction with European Commission representatives, policy actors, and peer Horizon Europe projects, strengthening visibility and enabling cross-project dialogue. Through this event-based dissemination strategy, THEIA did not merely present project information, but actively integrated itself into ongoing European discussions on security, resilience, strategic autonomy, and responsible AI deployment.

Figure 5: THEIA's Coordinator at HaDEA's showcase

3.2. Development and Deployment of Communication Materials

A central pillar of dissemination during M1–M15 was the development of high-quality, coherent communication materials supporting both institutional visibility and technical dissemination. Early in the reporting period, a comprehensive visual identity package was established, including brochure (Figure 6) and leaflet (Figure 7) materials that clearly articulated the project's objectives, technological approach, and European added value These materials were used across conferences, meetings, and stakeholder interactions, ensuring consistent representation of THEIA's scope and impact.

Figure 6: THEIA Brochure

Figure 7: THEIA Leaflet

The first project newsletter (Figure 8) was released during the first period, providing a structured overview of project progress, participation in events, and strategic developments. The newsletter was disseminated through the project website, and consortium partner networks, targeting institutional stakeholders, research communities, and interested members of the innovation ecosystem. Distribution followed Horizon Europe communication practices and GDPR requirements, relying on voluntary subscription, event-based sharing, and publicly accessible dissemination channels.

The newsletter is planned as a periodic communication tool, with subsequent issues to be released in line with major project milestones and dissemination phases. Next newsletter is planned for Spring 2026.

THEIA

GeoAI for Security

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

Newsletter N° 1 – November 2025

Welcome to the first issue of the THEIA Newsletter!

We are excited to launch this series of updates, where we will share key project milestones, events, progress, and insights from the consortium. THEIA aims to enhance Copernicus Security Services and deliver an EU governmental crisis-management hub dedicated to supporting forced population displacement scenarios. Through these newsletters, we look forward to keeping stakeholders and the wider community informed throughout the journey.

Project start: December 2024
Project duration: 30 months
Expected end: May 2027

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Figure 8: THEIA first Newsletter

In addition, the first project press release (Figure 9) was published during the reporting period. The press release introduced THEIA's vision, technological approach, and communication strategy to a broader audience, highlighting the project's contribution to advancing next-generation Copernicus Security Services. This activity supported early visibility beyond the immediate research community and reinforced the project's commitment to transparency, public engagement, and stakeholder outreach.

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

Press release no 01

THEIA Builds Public Engagement Around Next-Generation Copernicus Services

Athens, November 2025 – THEIA, a cutting-edge research and innovation project funded by the European Union's Horizon Europe programme, is laying the groundwork for a new era of public engagement and technological advancement within the Copernicus Security ecosystem. With a strong focus on integrating Geospatial Artificial Intelligence (GeoAI), satellite video, RF signal exploitation, and crowdsourced data, THEIA is working to make next-generation Earth Observation services more accessible, responsive, and impactful.

From its inception, THEIA has prioritized communication, openness, and collaboration as key pillars of its strategy. Through its dynamic website, active social media presence, and early promotional materials—including videos, e-posters, and newsletters—the project is building visibility among both technical stakeholders and the broader public. As security and humanitarian challenges grow increasingly complex, THEIA's commitment to user engagement and public dialogue helps ensure that its tools remain relevant, trustworthy, and actionable.

Over the coming months, THEIA will continue to strengthen its engagement through scientific publications, open events, press releases, and collaboration with related EU projects. A particular emphasis will be placed on the societal value of Earth Observation—enhancing disaster preparedness, improving crisis monitoring, and supporting policy-making through transparent, data-driven tools. THEIA's work is part of the EU's broader ambition to reinforce European autonomy in space-based capabilities and to evolve the Copernicus Security Services to better respond to modern threats. By combining state-of-the-art innovation with inclusive outreach, THEIA is setting a new benchmark for how Earth Observation can empower public institutions and citizens alike.

please visit: https://www.theia-project.eu/, and follow us on Facebook, X, LinkedIn, and YouTube.

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Figure 9: THEIA Press Release

These materials detailed THEIA's aims, objectives, data sources, and GeoAI-driven methodologies, contributing to technical credibility and facilitating knowledge exchange with the scientific community. The careful alignment between technical accuracy and accessible communication ensured that dissemination outputs could address both specialist and non-specialist audiences effectively.

3.3. Digital Presence and Online Outreach

During M1–M15, THEIA maintained and progressively strengthened its digital presence through its official website and social media channelsThe project website (Figure 10) functioned as the central information repository, hosting project descriptions, objectives, partner information, and public materials. Website content was updated on a regular basis, typically on a monthly cycle, and more frequently when major milestones, events, or dissemination outputs became available.

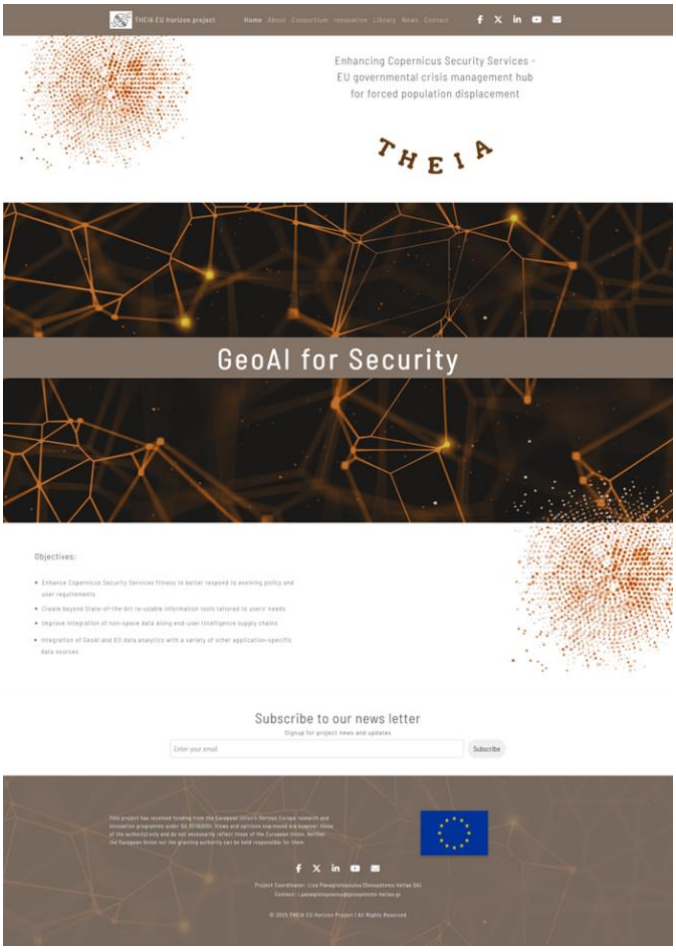

Figure 10: THEIA project website homepage

Social media channels, including Facebook, LinkedIn and X (formerly Twitter), were used strategically to amplify participation in events, announce major milestones, and disseminate multimedia content such as panel recordings and showcase appearances. Posts were aligned with key European events and policy developments, thereby embedding THEIA within ongoing public discussions related to Copernicus, AI innovation, and crisis management. This digital communication strategy contributed to sustained visibility beyond physical events, ensuring that dissemination extended to broader innovation networks and cross-project ecosystems.

3.4. Cross-Project Synergies and Stakeholder Engagement

Beyond traditional dissemination, THEIA actively engaged in cross-project dialogue and stakeholder interaction during the first reporting period. Exchanges took place with related Horizon Europe initiatives working on AI, security, and EO, including collaboration activities and knowledge sharing with projects such as AI4COPSEC and participation in joint discussions involving projects operating in responsible AI and law enforcement domains. These interactions focused on communication practices, ethical integration, stakeholder engagement approaches, and alignment with emerging policy priorities. This collaborative dimension supported knowledge exchange, facilitated early clustering opportunities, and contributed to strengthening THEIA's positioning within the wider Horizon Europe Security Research and Copernicus ecosystem.

3.5. Internal Dissemination and Exploitation Alignment

Dissemination during M1–M15 was not limited to external visibility but also included structured internal activities supporting long-term impact generation. WP13 meetings were held regularly, ensuring coordination of communication outputs and alignment with exploitation planning activities. Presentations delivered during these meetings monitored dissemination progress and prepared the groundwork for dedicated exploitation workshops. This internal coordination ensured that dissemination activities were systematically documented, evaluated, and connected to intellectual property considerations and future market pathways. The early integration of exploitation planning into dissemination practices represents a key strength of THEIA's first reporting period.

In addition, new communication formats are planned to further strengthen internal–external dissemination links. These include the development of a podcast series featuring consortium experts and the systematic presentation of partner organisations through dedicated LinkedIn posts highlighting roles, expertise, and contributions to project results. These planned activities aim to enhance project storytelling, increase partner visibility, and support knowledge transfer

towards stakeholder communities. Their implementation in the next reporting period is expected to reinforce engagement, humanise technical innovation, and contribute to exploitation readiness.

3.6. Overall Assessment of Dissemination Activities (M1–M15)

The dissemination activities implemented during M1–M15 successfully established THEIA as a visible and credible initiative within the Copernicus Security and EU crisis management landscape. The combination of institutional participation, high-quality communication materials, digital outreach, and cross-project engagement created a solid foundation for the next phase of the project. The first reporting period focused primarily on awareness-building, positioning, and narrative consolidation. In the second reporting period, dissemination efforts will progressively shift towards showcasing validated technical results, organising 3 dedicated stakeholder workshops, releasing periodic (every 8 months) newsletters, publishing additional press releases (every 8 months), expanding partner spotlight posts on LinkedIn, and introducing new formats such as podcast episodes. These activities will strengthen exploitation-oriented outreach and support sustained stakeholder engagement.

4. KPI Monitoring & Performance Assessment (M1–M15)

4.1. Digital Outreach and Audience Development

During the first reporting period (M1–M15), THEIA established and progressively developed its digital presence, laying the foundations for sustained online engagement throughout the project lifecycle. By the end of M15, the project had reached 50 followers on Facebook and 75 followers on LinkedIn. While these figures reflect the early stage of the project's visibility cycle, the engagement data indicates meaningful interaction within highly relevant professional communities. LinkedIn analytics show clear peaks in impressions aligned with key dissemination moments, including institutional events and major project announcements. The most significant spike occurred in mid-June, corresponding to high-visibility outreach, demonstrating the effectiveness of event-driven communication strategies. Additional peaks in November and December confirm that targeted dissemination around institutional engagements generates measurable digital traction.

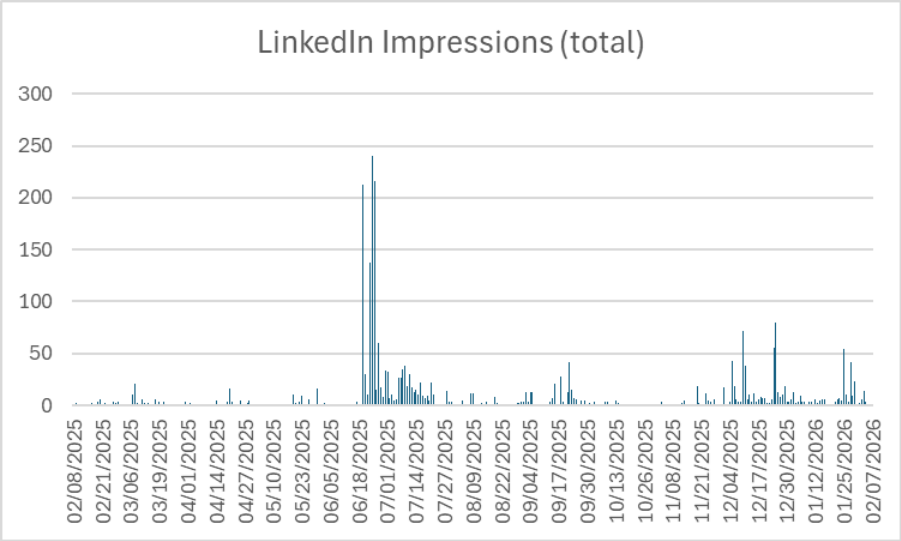

Figure 11: THEIA LinkedIn impressions

Importantly, 42.8% of LinkedIn views originated from non-followers, indicating that dissemination efforts extended beyond the immediate project network and reached external audiences. This demonstrates early success in expanding visibility outside the core consortium ecosystem.

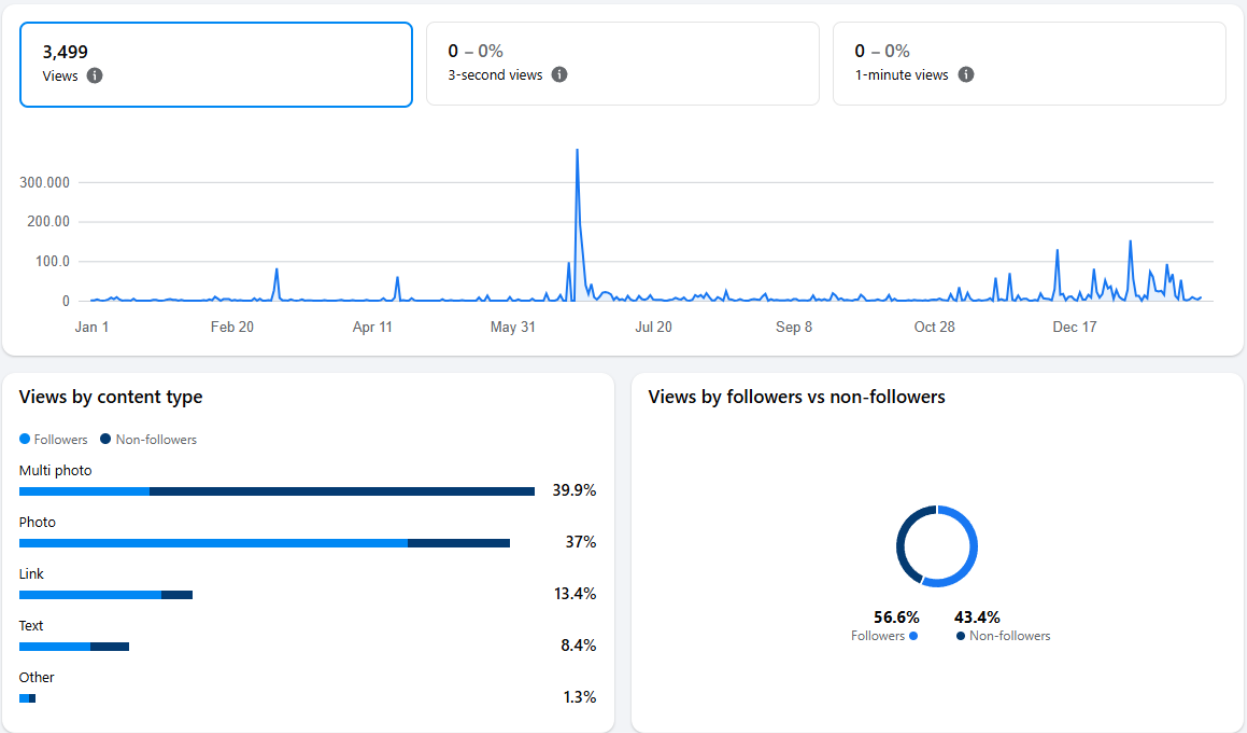

Figure 12: THEIA Facebook statistics

The breakdown of content types on Facebook shows that posts featuring multiple images (39.9%) and single-image posts (37%) generated the highest share of views, significantly outperforming text-only content (8.4%). This confirms the strategic value of visual dissemination materials such as posters, event photos, and infographics. Overall, while follower numbers remain modest due to the project's early stage, engagement patterns confirm that the digital strategy is effectively reaching relevant professional audiences and is responsive to event-based amplification.

4.2. Audience Profiling and Stakeholder Reach

LinkedIn demographic analytics provide important insight into the quality of audience engagement during M1–M15.

Geographically, the majority of views originated from Greece (61.42%), reflecting strong national coordination and partner engagement. However, significant engagement was also recorded from Belgium (17.32%), Poland (7.87%), Czechia (7.09%), and Italy (6.30%), indicating meaningful cross-European visibility and alignment with EU institutional hubs.

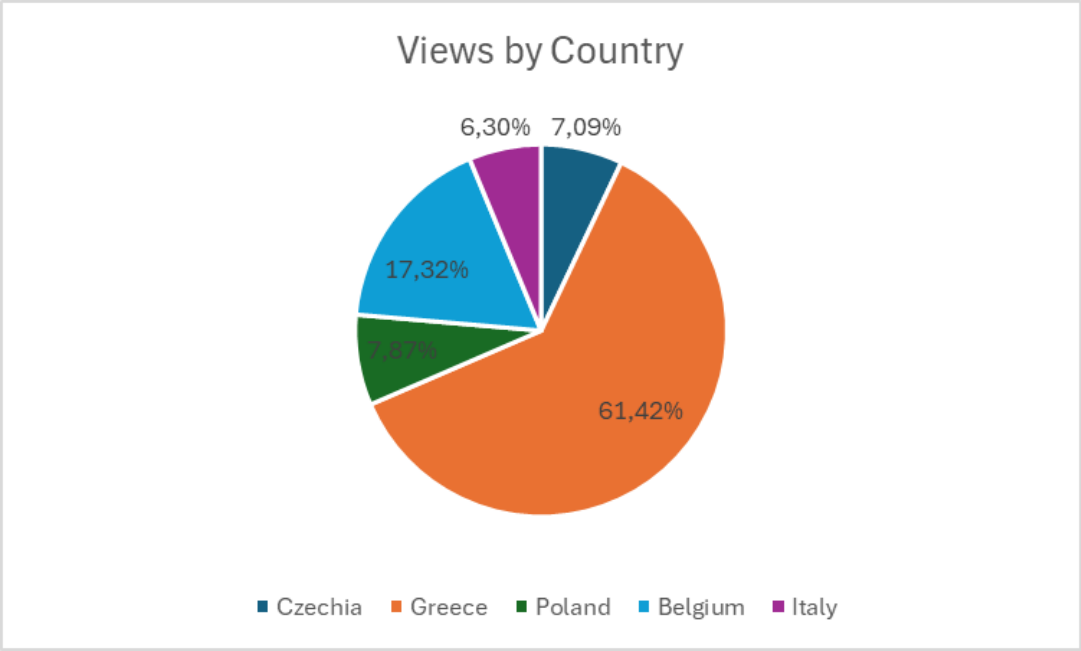

Figure 13: THEIA LinkedIn views by country

From a professional perspective, the audience profile demonstrates strong alignment with the project's target groups. Almost 47.76% of viewers belong to Program and Project Management roles, while 14.93% are associated with Research and 11.94% with Engineering. This confirms that dissemination activities are successfully reaching stakeholders directly involved in EU project management, technical implementation, and research coordination.

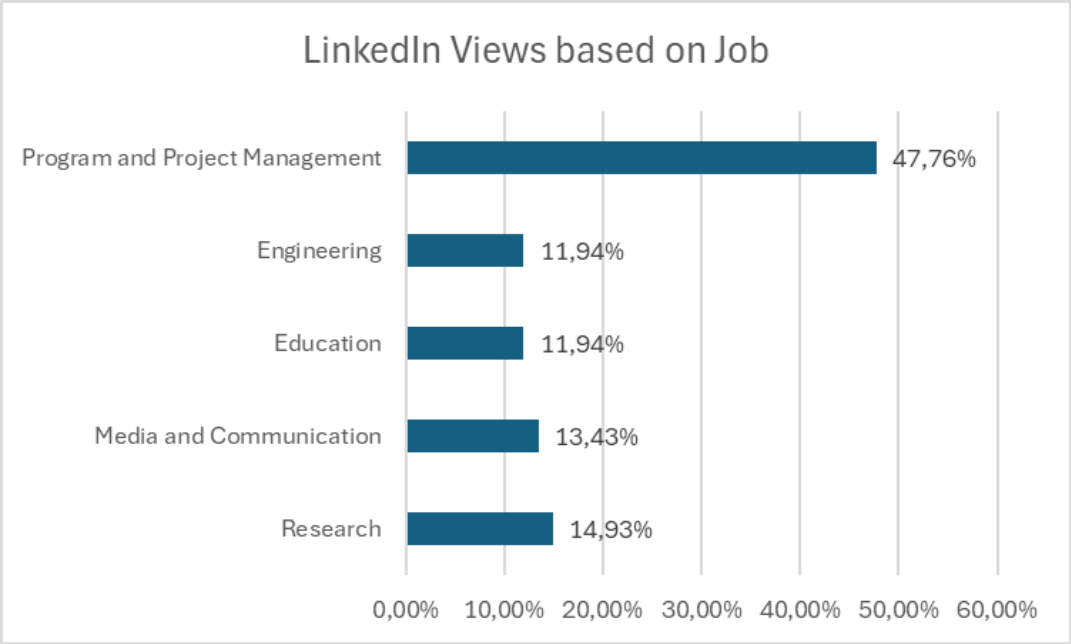

Figure 14: THEIA LinkedIn views based on job

Seniority data further reinforces the strategic positioning of THEIA. A majority of viewers (55.56%) fall within the Senior category, while 4.44% represent CXO-level professionals. This indicates that communication outputs are reaching decision-making and high-responsibility levels within organisations, which is particularly relevant for future exploitation and institutional engagement.

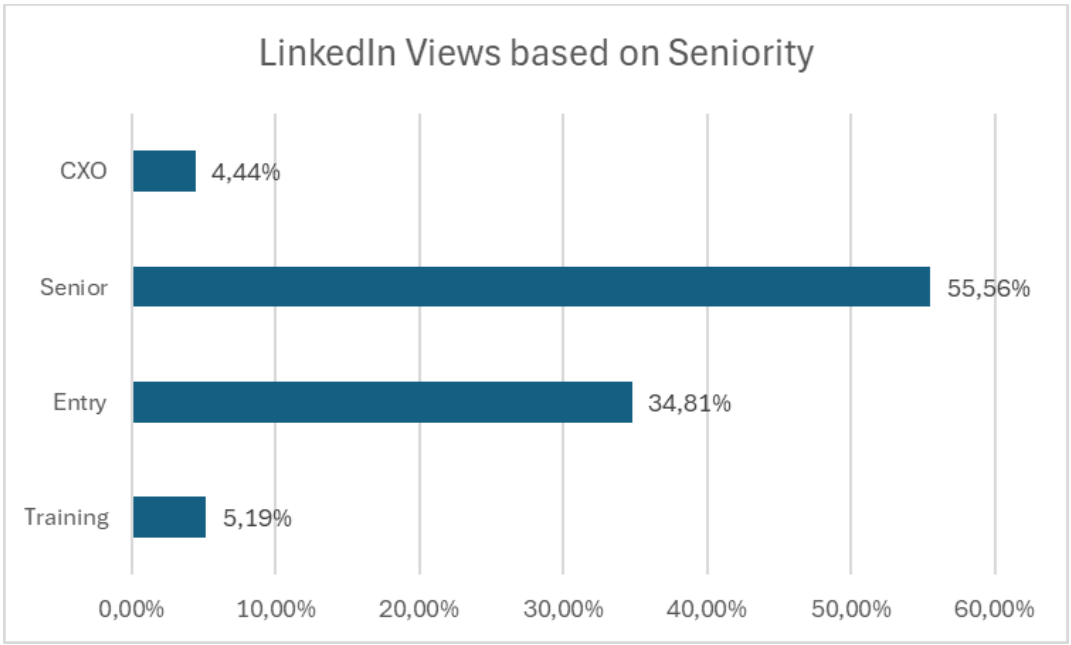

Figure 15: THEIA LinkedIn views based on Seniority

Industry breakdown analysis reveals particularly strong engagement from Space Research and Technology (17.11%), IT Services and Consulting (14.47%), and Defense and Space Manufacturing (12.50%). Additional interaction from Higher Education (9.21%) and Research Services (8.55%) confirms balanced outreach across technical, academic, and industrial communities.

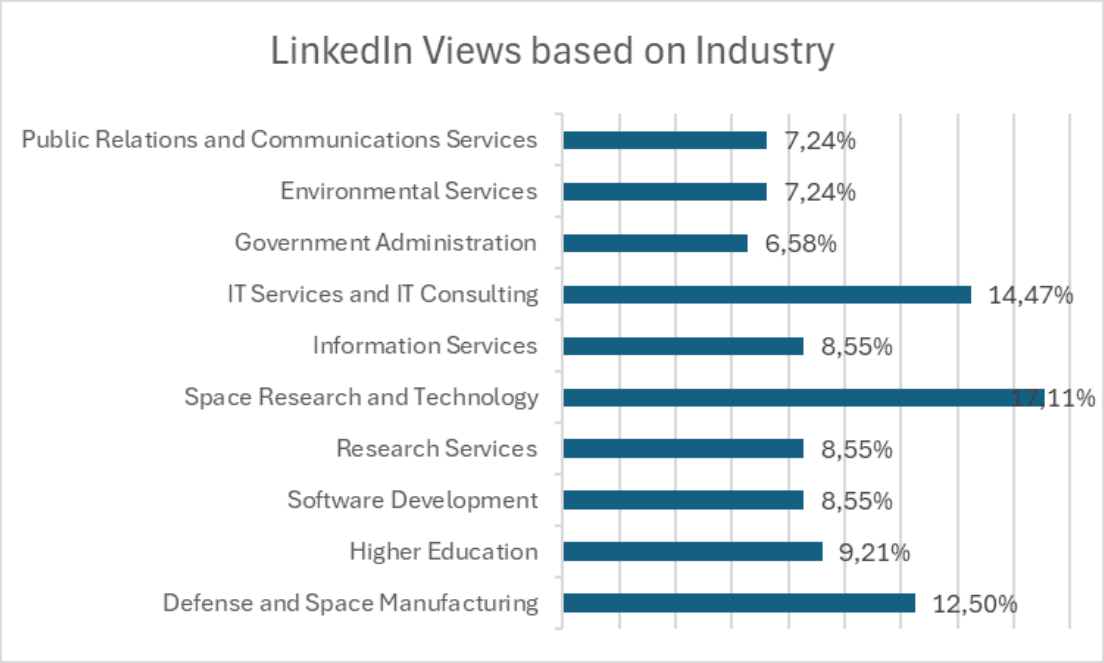

Figure 16: THEIA LinkedIn views based on Industry

Company size distribution shows that 44.87% of viewers originate from organisations with 11–50 employees, followed by 17.95% from companies with 1001–5000 employees. This reflects engagement across both SMEs and large institutional actors, aligning with the project's exploitation and innovation objectives.

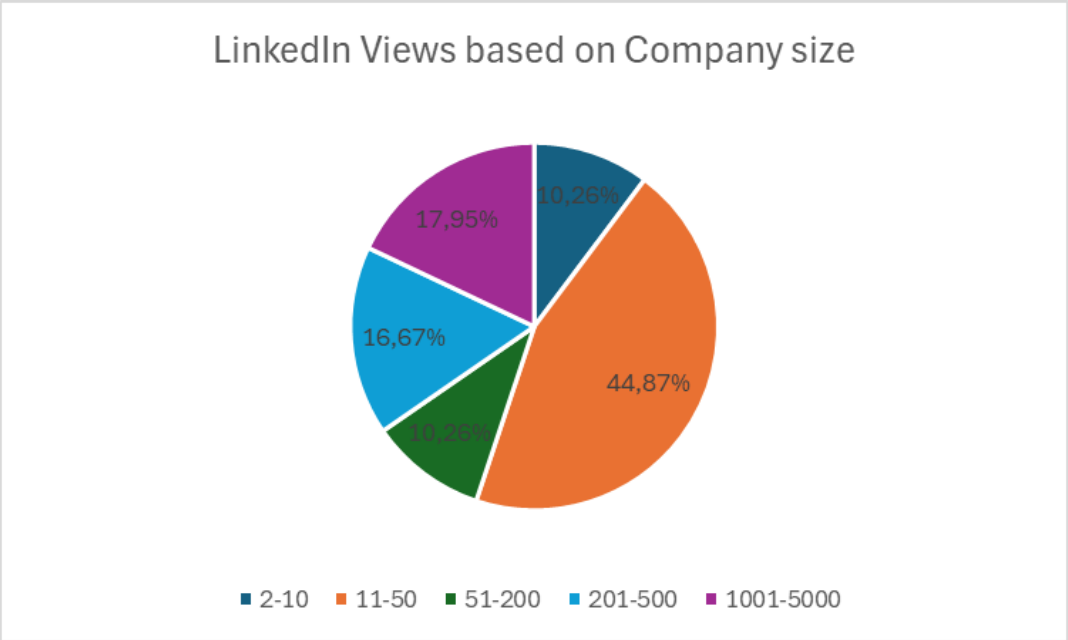

Figure 17: THEIA LinkedIn views based on Company size

4.3. Performance Assessment Against Strategic Objectives

During M1–M15, the primary communication objective was to establish visibility foundations and position THEIA within the Copernicus Security and EU crisis management ecosystem. Based on the available analytics, this objective has been successfully initiated. Digital engagement data demonstrates targeted reach within relevant professional sectors, particularly space technology, defence, IT services, and research. The strong presence of senior-level professionals and project managers indicates effective penetration into strategic stakeholder groups.

While quantitative metrics such as follower counts remain at early-stage levels, qualitative indicators suggest that the project has reached a high-value audience aligned with its institutional and technical scope. The relatively high proportion of non-follower engagement further indicates expanding network visibility. The performance during this first reporting period can therefore be assessed as on track with respect to strategic positioning and initial audience development. As the project transitions into subsequent reporting periods, increased emphasis will be placed on follower growth, broader geographic diversification, and intensified stakeholder engagement through targeted campaigns and workshop-based outreach.

4.4. KPI Progress Overview (M1–M15)

Table 2: KPI Progress Table (M1–M15)

KPI Category	Target (Project Lifetime)	Achieved M1–M15	Status
Website Engagement	10,000 visits	~2,500 visits*	On track (Website continuously updated)
Video Content	3 videos / 200 views each	0 published (1 in preparation)	Planned M16+
Social Media	100 followers / 80 posts	75 posts / 75 LinkedIn followers / 50 Facebook followers / 10 X followers	On track (social media updated on weekly basis)
Printed & Digital Material	2 leaflets & posters	Brochure, leaflet, posters produced & distributed	Achieved (more material on the second period)
Press Releases	3 publications	1 published / 1 in preparation	On track
Scientific Publications	8 papers	0 (research phase ongoing, 1 in preparation)	Planned M16+
Workshops & Conferences	5 workshops (2 internal + 3 with end users)	1 internal workshop / 1 external (AI4COPSEC) in preparation	On track
Final Public Event	1 event (100 attendees)	Not yet applicable	M30–M36
Overall Dissemination Reach	Conferences & clustering	Active participation & joint workshop preparation	On track

During the first reporting period (M1–M15), dissemination performance indicators demonstrate that THEIA is progressing in alignment with the objectives defined in the Communication and Dissemination Plan. With 75 posts published across social media channels, the project has already achieved 94% of the total lifetime posting target of 80 posts. This reflects strong and consistent communication activity during the foundational phase. Follower growth on LinkedIn (75) and Facebook (50) indicates steady audience development, particularly within relevant professional communities.

One press release has been officially published, with a second currently under preparation. Considering the early stage of technical validation activities, this progression aligns with the planned timeline and supports continuous visibility. The organisation of one fully attended internal exploitation workshop represents a significant milestone under WP13. In addition, the preparation of an external joint workshop with AI4COPSEC demonstrates forward momentum in stakeholder engagement and cluster positioning.

Scientific publications and video content have not yet been delivered, which is consistent with the project lifecycle. As THEIA is still in its system development phase, scientific dissemination

outputs are scheduled for the subsequent reporting period, when validated results and performance metrics will be available. Website engagement metrics are currently in the early growth phase. Estimated traffic during M1–M15 indicates progressive visibility development, with a significant share of traffic linked to institutional events and dissemination peaks.

Overall, KPI progress during the first 15 months can be assessed as on track. The project has prioritised strategic positioning, foundational outreach, and stakeholder alignment. The majority of performance-intensive KPIs (videos, publications, large-scale events) are structurally scheduled for the technical maturity phase (M16–M36), ensuring a natural and realistic dissemination scaling.

5. Synergies, Institutional Engagement and Policy Alignment

During the first reporting period (M1–M15), THEIA actively positioned itself within the broader European security and Copernicus innovation ecosystem, moving beyond standalone dissemination activities and engaging in structured collaboration and institutional dialogue. This strategic positioning has reinforced THEIA's role as an emerging reference initiative at the intersection of GeoAI, EO, and crisis management. A key milestone in this direction is the organisation of a joint workshop with the Horizon Europe project AI4COPSEC. The workshop, titled "AI & Earth Observation for Safer EU Borders – Next-Generation Solutions for Maritime Safety and Crisis Response", represents a concrete step toward cross-project collaboration within the Copernicus Security landscape. By bringing together border and coast guard agencies, maritime surveillance operators, civil protection bodies, Copernicus users, EO service providers, AI/ML developers, and humanitarian stakeholders, the initiative aims to foster a coordinated and forward-looking dialogue around the EO–AI nexus. The Workshop is planned for early April.

Strategically, this collaboration reflects the evolution of CSS toward more integrated, AI-enhanced, and operationally responsive solutions. Within this framework, THEIA contributes by demonstrating how high-resolution EO, multi-source data fusion, and GeoAI-enabled analytics can enhance early detection capabilities, strengthen situational awareness, and support evidence-based responses to forced population displacement and maritime safety challenges. The joint workshop format, which includes keynote interventions, stakeholder engagement, and practical use-case demonstrations, positions THEIA not merely as a research project but as an active contributor to shaping next-generation Copernicus-aligned services. Beyond this collaboration, THEIA's participation in high-level European events and institutional showcases during M1–M15 has further consolidated its visibility among EU policy and operational stakeholders. Engagement within forums addressing maritime safety, border management, and crisis resilience has enabled the project to align its narrative with European strategic priorities, including resilience of essential societal functions, responsible AI deployment, and technological autonomy in space-based capabilities.

Importantly, THEIA's engagement has not been limited to technological promotion. Dialogue with peer Horizon Europe projects and interaction with civil society and research actors has supported knowledge exchange on ethical-by-design integration, social impact considerations, and governance frameworks for AI in security contexts. This multi-layered engagement enhances the credibility of THEIA as a balanced initiative that combines technological advancement with institutional responsibility. Through these synergies and institutional engagements, THEIA has strengthened its positioning as a project that actively contributes to the evolution of the Copernicus Security ecosystem. The strategic objective for the next reporting period is to further consolidate these alliances, expand stakeholder participation in structured workshops, and translate cross-project dialogue into concrete operational and exploitation pathways.

6. Challenges and Lessons Learned (M1–M15)

During the first reporting period (M1–M15), THEIA successfully established a structured communication and dissemination framework; however, as with any innovation-driven Horizon Europe project operating in a sensitive policy domain, several challenges were identified. These challenges have provided valuable insights that are already informing the refinement of the project's outreach and positioning strategy for the next phase. One of the primary challenges concerned the communication of advanced GeoAI and multi-source data fusion technologies within a security-related context. The dual nature of the project — combining cutting-edge AI with applications related to crisis monitoring and displacement — requires careful narrative balancing. Communication must remain technically accurate and ambitious while simultaneously ensuring clarity, avoiding misinterpretation, and maintaining alignment with fundamental rights and ethical principles. This required additional attention to wording, framing, and contextualisation, particularly in institutional and public-facing materials.

A second challenge related to audience development during the early lifecycle of the project. As THEIA is still in its foundational phase, digital communities and stakeholder networks are in the process of being built rather than inherited. While engagement quality indicators show strong interaction from relevant professional groups, follower growth remains gradual, reflecting the natural evolution of project visibility in its first fifteen months. This has highlighted the importance of sustained, event-driven amplification and targeted campaigns to broaden geographic reach and diversify stakeholder engagement. Coordination across multiple dissemination streams also required structured internal alignment. With several high-level institutional events, material development tasks, and exploitation preparation activities occurring in parallel, ensuring message consistency across partners demanded continuous monitoring and WP13 coordination meetings. The experience reinforced the importance of early planning, clear role allocation, and integrated documentation of dissemination outputs.

Another lesson learned concerns the strategic value of cross-project collaboration. Engagement with projects operating in adjacent thematic domains, such as AI for security and Copernicus services, has demonstrated that joint initiatives significantly increase visibility and policy relevance. The preparation of the joint workshop with AI4COPSEC confirmed that collaborative dissemination formats amplify impact and position projects within broader European innovation narratives more effectively than isolated activities. Finally, operating within a rapidly evolving geopolitical and policy environment has underscored the importance of adaptability. Topics such as AI governance, responsible innovation, border management, and crisis resilience are continuously shaped by new regulatory and societal developments. THEIA's communication strategy has therefore needed to remain flexible, ensuring alignment with updated EU discourse while preserving technical credibility.

Overall, the first reporting period has confirmed that effective dissemination in the field of GeoAI and security research requires not only visibility, but strategic framing, institutional awareness, and continuous coordination. The lessons learned during M1–M15 have strengthened the project's capacity to deliver a more targeted, measurable, and impact-oriented dissemination approach in the subsequent reporting period.

7. Outlook and Planned Activities (M16–M30)

Building upon the foundations established during the first reporting period, THEIA will transition into a more implementation-oriented dissemination phase during M16–M30. Planned activities include the organisation of dedicated stakeholder workshops (including the joint workshop with AI4COPSEC), the release of periodic newsletters, publication of additional press releases, systematic partner spotlight campaigns on LinkedIn, development of podcast episodes featuring project experts, and continued participation in major European conferences and Copernicus-related events. These activities will support technical validation visibility, structured stakeholder engagement, and exploitation-oriented communication.

In parallel, THEIA will progressively increase its scientific and technical dissemination outputs. As the project advances in the development and validation of its GeoAI-enabled crisis management hub, communication efforts will focus on presenting concrete results, performance indicators, and demonstrable use cases. Participation in major European conferences and Copernicus-related events will continue, with increased emphasis on presenting validated methodologies and system capabilities. Digital outreach will also be intensified during M16–M30. The project will aim to expand its social media presence through more structured campaigns, multimedia content, and coordinated amplification by consortium partners. Particular focus will be placed on increasing follower growth, broadening geographic reach, and engaging non-traditional stakeholders, including civil protection actors and innovation clusters. The publication of additional newsletters, press releases, and thematic articles will further strengthen continuity in public communication.

From an exploitation perspective, dissemination activities will be closely aligned with the implementation of the project's exploitation strategy. Dedicated internal workshops will continue to refine exploitable results, identify intellectual property opportunities, and assess potential licensing or service deployment pathways. External communication will increasingly reflect market relevance, scalability, and integration potential within CSS. Moreover, THEIA will continue to align its messaging with evolving EU policy frameworks on AI governance, security innovation, resilience, and strategic autonomy. The project will seek further opportunities to contribute to institutional dialogues and cross-project clusters, reinforcing its positioning as a forward-looking initiative contributing to next-generation Copernicus capabilities.

Overall, the second reporting period is expected to mark a transition from foundational visibility to demonstrable impact. Through intensified stakeholder engagement, results-oriented dissemination, and exploitation-aligned outreach, THEIA aims to consolidate its role within the European GeoAI and security innovation landscape and maximise its long-term contribution to safer, more resilient societal functions.

8. Conclusion

The first reporting period (M1–M15) has enabled THEIA to establish a coherent and strategically aligned Communication and Dissemination framework, positioning the project within the evolving Copernicus Security and European GeoAI ecosystem. Through structured institutional engagement, targeted digital outreach, high-quality communication materials, and early cross-project collaboration, THEIA has successfully laid the foundations for long-term impact. During this initial phase, dissemination efforts focused on visibility consolidation, stakeholder mapping, and narrative coherence. The project effectively communicated its contribution to enhancing situational awareness, strengthening early detection capabilities, and supporting evidence-based decision-making in crisis management contexts. Particular emphasis was placed on responsible innovation, ethical framing, and alignment with European values, ensuring that the positive and safety-enhancing role of EO and AI technologies was consistently highlighted.

Engagement metrics indicate that THEIA has reached relevant professional audiences within the space, research, defence, and innovation sectors, including senior-level stakeholders and institutional actors. Cross-project synergies and preparation of joint initiatives, such as the planned workshop with AI4COPSEC, further demonstrate the project's proactive integration within the broader Horizon Europe ecosystem. The lessons learned during this reporting period have strengthened internal coordination mechanisms and reinforced the importance of strategic framing in sensitive policy domains. As THEIA transitions into its next phase, dissemination activities will increasingly focus on showcasing validated results, structured stakeholder engagement, and exploitation-oriented outreach.

Overall, the first fifteen months have provided a solid platform for scaling communication impact and reinforcing THEIA's contribution to next-generation CSS. The project remains firmly on track to maximise its visibility, institutional relevance, and long-term societal value in the coming reporting periods.

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