Overwatch

Report on dissemination and communication

Deliverable D5.2

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Deliverable abstract	**Deliverable 5.2 issue 2** outlines the dissemination strategy applied by OVERWATCH Consortium based upon the activities that have so far taken place, either online, or physically. This report provides the reader with some insights of the communication goals achieved and the target audiences intended. It is a collection of the Consortium's main contribution efforts to the scientific field of Disaster Risk Management, but also of its dissemination actions to spread the word and inform external stakeholders in all partner countries.
Keywords	OVERWATCH, Communication, Dissemination, Stakeholders, Social Media, Emergency, Crisis Management, Floods, Wildfires, Sustainability, Climate Change, Disaster Management, AI, Artificial Intelligence, AR, Augmented Reality, Drones

[1] Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium, **CO** = Confidential, only for members of the consortium
[2] Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

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Abbreviations

AI	Artificial Intelligence
AR	Augmented Reality
CERIS	Community for European Research and Innovation for Security
DCP	Dissemination and Communication Plan
EC	European Commission
EO	Earth Observation
EU	European Union
FIRELOGUE	Cross-sector dialogue for Wildfire Risk Management
GDPR	General Data Protection Regulation
ICT	Information Communications Technology
KPI	Key Performance Indicator
SAFERS	Structured Approaches for Forest fire Emergencies in Resilient Societies
TREEADS	A Holistic Fire Management Ecosystem for Prevention, Detection, and Restoration of Environmental Disasters
UN	United Nations
WP	Work Package

1. Executive Summary

The objective of OVERWATCH is to develop an integrated holographic management system for response, recovery and mitigation of emergencies and disasters, by enabling the authorities to quickly deploy and manage air, water and ground assets and personnel through decision support tools integrated in an immersive and decentralized command platform. The afore mentioned objective is achieved through the maximization of the project's social, economic, and environmental impact, after engaging with all relevant stakeholders, as a crucial factor that can be highly supported by effective dissemination and communication actions.

The objective of this document is to present the communication materials which are used to attract, inform, and engage with the stakeholders of OVERWATCH on project services, activities, progresses and results. This Deliverable presents the actual implementation of the methodology applied in the dissemination of the scientific activities that OVERWATCH project foresaw, and their contribution to the fulfilment of its goals. It covers all scientific areas in which the project partners have represented the project's results thus far, and reveals the cooperation developed within OVERWATCH consortium and beyond, with external stakeholders and other EU funded projects. In this sense, inputs have been gathered from partners in terms of participation in events, conferences, workshops, and submission of articles to scientific journals. These activities have been monitored by asking partners to provide feedback to maximize media coverage of the OVERWATCH project through dissemination across all available communication channels, starting from social media and the exploitation of the official website, as well as through the distribution of informative newsletters.

As a result, readers of this deliverable have access to all publications and presentations made by the OVERWATCH Consortium, as well as all the close collaborations with other projects. Moreover, the Deliverable outlines the impact of the communication and dissemination activities, in the social media of the project, by highlighting the progress made in the number of followers reached.

2. Introduction

2.1. OVERWATCH project overview

Climate change is fuelling an alarming rise in natural disasters. The need for a higher performance crisis planning & command tools and new methodologies arises from the increasing frequency and impact of a variety of natural hazards, including floods, earthquakes, droughts, landslides, and wildfires that are responsible for dead, wounded, or displaced people and severe destruction and disruption of property and industry with clear impact on economy for years after the event. Natural disasters, which can be related with the 1,672 recorded disasters (Floods, storms, wildfires, heatwaves) in Europe between 1970 and 2019 that took 159,438 lives and impacted the economy more than 420M€ [RD01].

The OVERWATCH project leverages innovative technologies to collect, process, and visualize real-time data, ultimately empowering authorities to make faster, more informed decisions in the face of critical situations (flooding and wildfires).

This system functions through the synergistic integration of established emergency management services (EGNSS, Copernicus) with cutting-edge technologies. Artificial intelligence (AI) empowers real-time data analysis from Earth Observation (EO) and various sources (drones, existing digital cartography) to extract critical information for informed decision-making. Drones facilitate high-resolution data acquisition for terrain mapping and visualization, with EGNSS-based High Accuracy Service (HAS) ensuring precise data positioning. 5G communication enables rapid data transmission and communication between drones, ground assets, and the control centre. And an immersive 3D holographic map overlays real-time data onto the operational environment, providing superior situational awareness for informed decision-making.

The OVERWATCH system architecture comprises four critical modules. The Mapping Module seamlessly combines EO data with drone acquisitions processed by AI algorithms. The consolidated data is then stored within a dedicated geospatial repository. To guarantee uninterrupted communication, particularly in areas with disrupted infrastructure, a fallback communication network is established. This network leverages both satellite backhauls and tethered drone motherships. The backend management system serves as the central data repository, capable of storing geospatial data in various formats. It facilitates the creation of map layers and provides decision support tools to empower informed decision-making. This module directly links to the backend data repository and presents a dynamic 3D visualization of the terrain, natural hazards, and deployed assets. This immersive AR interface fosters situational awareness for critical decision-making during emergencies.

The OVERWATCH system offers a multitude of benefits. Real-time and accurate data acquired from EO, drones, and AI analysis significantly improves situational awareness for emergency response teams. Immersive AR visualization alongside AI-driven insights empowers authorities to make well-informed decisions during critical situations. The system facilitates the deployment and coordination of personnel and assets (air, water, ground), optimizing resource allocation during emergencies. The backup network ensures reliable communication during emergencies, even in areas with disrupted infrastructure. OVERWATCH fosters improved collaboration between first responders, public authorities, and emergency management professionals, leading to a more coordinated and efficient response.

2.2. Purpose of the document

The current report is an analysis of the documented approach that was adopted by OVERWATCH partners in their effort to scout high impact conferences, workshops, events, and journals that are aligned with the project scopes. More specifically, D5.2 OVERWATCH Report on Dissemination and Communication activities – issue 2 presents a list of papers' publications in relevant open access international conferences as well as current publications in scientific journals. Additionally, the document covers the organization and the participation of partners in international workshops around

the topics addressed within OVERWATCH. This deliverable also covers the joint dissemination activities that OVERWATCH partners have organized with other EU funded projects in the domain of, Natural Disasters, Crisis Management and Civil Protection. In this direction, this report will showcase the target groups that have been identified.

2.3. Aims and objectives of Communication & Dissemination

Dissemination and communication are essential elements in any project, especially in those funded by the Horizon Europe framework. Dissemination presents sharing research results with potential users – peers in the research field, industry, other commercial players and policymakers. Sharing research results with the rest of the scientific community, enriches the contribution to the progress of science. Communication presents the actions of the beneficiaries that promote actions and results, by providing target information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange. The aim of Dissemination and Communication is to ensure that the project objectives, activities, and outcomes will reach the relevant target groups in and beyond the demonstrator and test campaign.

2.4. Relations to other activities in the project

The main aim of the Dissemination and Communication activity was to spread awareness of the project's achievements to relevant audiences through dissemination and communication channels, reaching as many people and organizations as possible and increasing the project's visibility.

To achieve this objective, all partners of the OVERWATCH consortium were engaged in participating. Indeed, as a cross-cutting action, the dissemination and communication plan activities were interlinked with all the project's achievements throughout all stages of its progress.

2.5. Identification of main users and stakeholder target groups

For an effective realisation of each strategy, it is crucial to know who the subjects for the promotion are. For this reason, key audiences have been identified, and these are the potential OVERWATCH U&S. Moreover, the identified U&S were clustered in different target groups to engage and involve the key actors of the OVERWATCH value chain.

In general target groups could be entities and/or individuals that can potentially benefit from the project results. Key messages were tailored according to the type of stakeholder. These key messages were integrated into all communication materials and activities. It was necessary to maximize the coverage of information and news without ever taking for granted the level of preparedness of the target audience, since anyone external to the project had little to no knowledge not only of the project itself, but sometimes also of the technologies involved and the possible specific uses and benefits deriving from them. In the later stages of the project, defined deployment methods (real-world applications) and demos became available. These contents had a strong impact because they were perceived as "concrete". Communication strategies were implemented, and the contents were used to create tailored messages aimed at engaging the target audience.

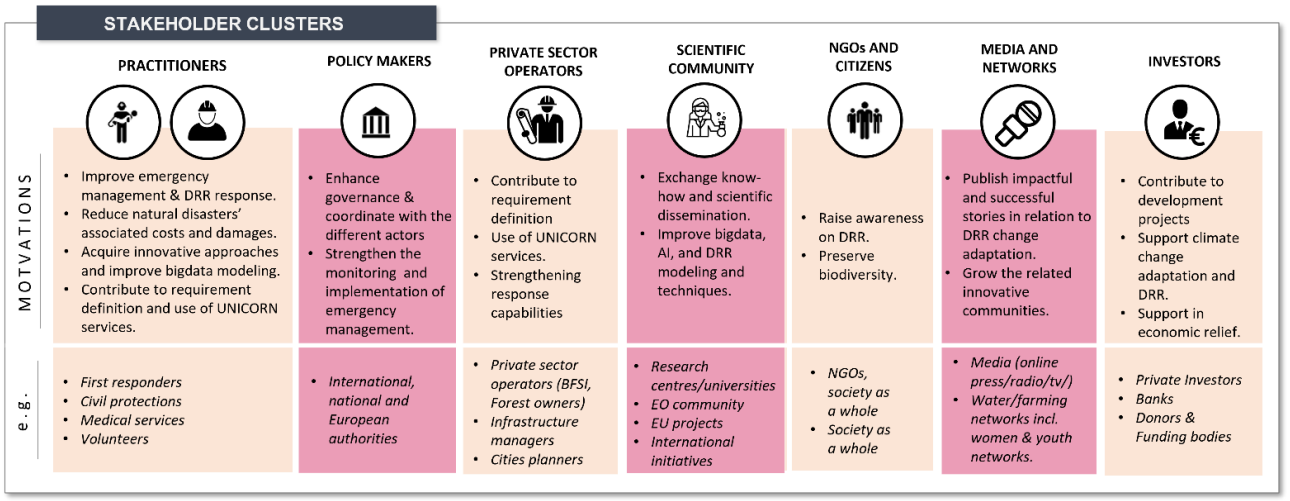


Figure 1 - OVERWATCH Stakeholders

Target / stakeholder name	Description	Examples of stakeholders
Policymakers	Emergency management policies are defined at local, regional, national and EU level. The adoption of novel emergency management systems depends on policy compliance and compatibility with operational procedures in force within emergency practitioners.	Local, regional, national and EU-level policy bodies
Earth Observation community	Since the projects will use data from the Copernicus services and develop modular intelligent services, the Earth Observation community will be targeted to exchange information and make synergies.	Copernicus programme stakeholders, satellite data providers, EO research institutions
Banking, Financial Services and Insurance (BFSI) industry	The projects will develop innovative solutions for disaster risk reduction and collect valuable classified information. BFSI stakeholders can leverage outcomes to make their products and services more competitive.	Banks, insurance companies, financial service providers, risk assessment firms
Other private and public industries	Other private and public industries that could benefit from novel disaster risk reduction products and services.	ICT sector, real estate, public utilities, critical infrastructure operators, agriculture
Environmental agencies	Official agencies working on environmental issues through regulation, monitoring, information provision or policy-making.	Water and biodiversity agencies, national environmental protection agencies, EU environmental bodies
Scientific community	The development and implementation of new solutions for disaster risk management will encourage international collaborations among experts of different research fields, fostering scientific dissemination and knowledge exchange within Europe and beyond.	Research institutions, universities, interdisciplinary scientific networks, EU research programmes

Civilian security - in-field first responders	All stakeholders at the forefront of the fight against disasters. They are key players sharing experiences, knowledge and best practices, and the main end-users of project outcomes.	First responders, civil protection services, civil society organizations
Civilian security - commanders / decision-makers	Security practitioners working at command centres who support first responders by providing essential information during disaster response.	Municipalities, prefectures, local/regional governments, ministries, central government authorities
Citizens	All projects aim at enhancing the resilience of European society. Citizens will be engaged to receive valuable information that raises awareness about risks from natural and technological hazards and promotes self-protection behaviours.	General public, local communities, vulnerable population groups
Media and networks	Dissemination channels that support the projects in reaching end-users and all other beneficiaries, including the general public.	Journalists, TV correspondents, networking clusters, communication platforms

Table 1 OVERWATCH Stakeholders

3. Dissemination, exploitation, and communication type of actions

The European Commission (EC) sets a clear distinction among dissemination, exploitation, and communication. These activities shape the core part of a comprehensive promotion system, but with three different scopes and objectives:

- **Dissemination** is the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups in a targeted way, to enable them to use the results in their own work.
  Dissemination is considered the set of actions aimed at increasing awareness and involving key user and stakeholder groups in a targeted way.

- **Exploitation** is the use of the results during and after the project's implementation. It can be for commercial purposes but also for improving policies, and for tackling economic and societal problems.
  Exploitation of results is considered here the set of actions aimed at reaching key actors in the market, such as for examples decision makers or European institutions, to foster the solution adoption.

- **Communication** means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Communication is considered here the set of actions aimed at reaching the general public (and not only specific user groups) with traditional and new tools. Moreover, communication actions are considered mainly "two-way" actions, activities aimed at creating a flow of information, comments and exchange between Consortium and multitude of audiences and at encouraging discussion with general public (e.g. through social media).

Type of Action	Objective	Description	Activities
Dissemination actions for awareness	Set of activities aimed at promoting the project activities and results towards stakeholders and aimed at improving awareness of users on the project and the development of the technologies.	The majority of these actions start immediately after preliminary results and after the conclusions of WP1, WP2, WP3 and WP4. They are connected with the project outcomes (e.g., press outcomes on OVERWATCH technologies). The dissemination actions aimed at improving U&S awareness should be considered the most relevant activities for the project, given it is important to make U&S aware of how the proposed technologies work and how the final product could benefit from them.	• Logo • Website • Project brochures • Press releases and publications • National and international conferences and events • Trainings • Newsletter
Dissemination actions for U&S involvement	Engagement and involvement of relevant users and stakeholders in different phases of the project in relation to the different objectives and activities.	This type of action starts early in the project and could last until the end of the project. It is strictly connected with specific WPs and/or Task objectives.	• Update regularly the contact database • Workshops • In-field demonstration • Clustering activities
Exploitation	Activities aimed at the market uptake of the proposed solution.	This type of action is linked to the last part of project activities aimed at commercial exploitation of the project results.	• Project exploitation • Monitor and Interface with similar projects • Synergies
Communication	Additional actions to communicate the project results not only to the main stakeholders, end-users or scientific community	Communication actions through a plethora of media e.g., website and social media channels, magazines and press.	• Exploitation of the website for promotion and other activities

	but also to the general public.		• Publication of audio-visual material • Social media publications • Other communication channels

Table 2 - Overview of dissemination, exploitation and communication types of activities

The activities listed above can be segmented according to:

- Frequency of release (i.e., how often they are published)
- Target audience (to which type of audience is addressed)

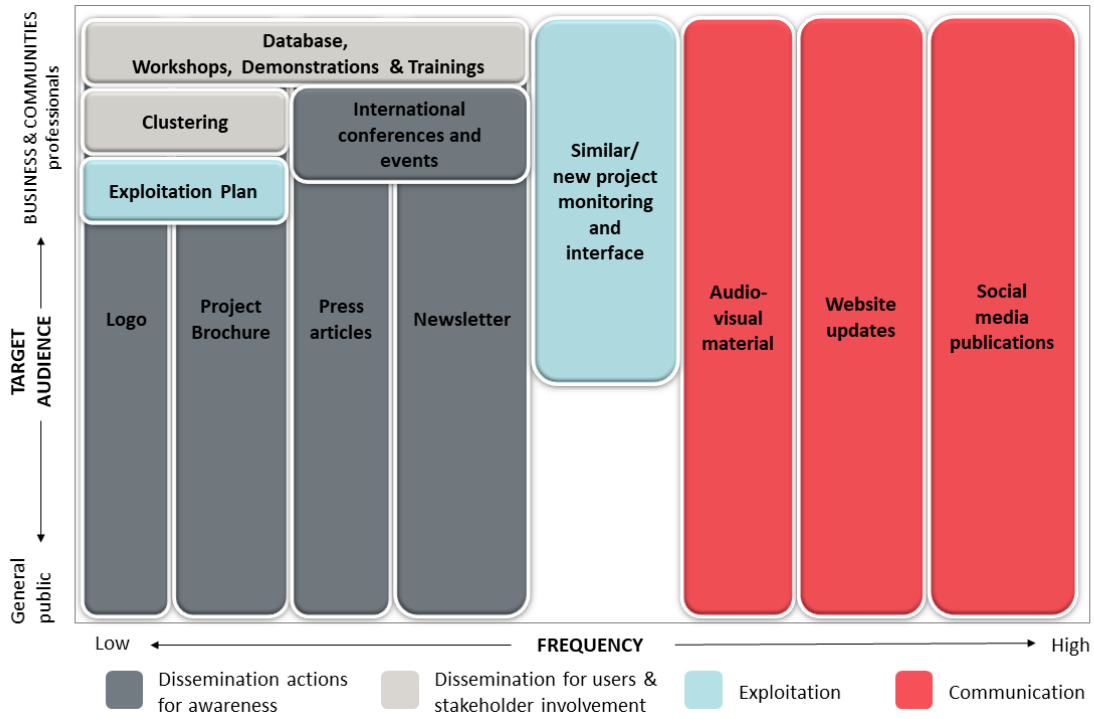


Figure 2 - Outlook of OVERWATCH promotion activities

3.1. Role of OVERWATCH partners

According to the DoA, all OVERWATCH partners are called to contribute to the dissemination, communication and exploitation of the OVERWATCH project results. The role of key supporting partners in terms of impact maximisation are presented in the following **Errore. L'origine riferimento non è stata trovata.**.

Partner	Role of partner in terms of impact maximisation	Dissemination	Exploitation	Communication
Partner responsible for action's coordination				
ALPHA	Expert in the overall business strategy and institutional communication and dissemination activities, in the frame of dissemination, communication and lobbying activities to the EC.	x		x
Partners involved for support and inputs				
ITHACA	Expert in engineering and operating added value services within the main project topic. Copernicus Emergency Management System (EMS) service provider, it is lead of the project service exploitation and has a strong link with the overall scientific community related to the main project topic. It will act as end-user exploiting the system and technological modules developed.	x	x	x
LINKS	Research institution with a strong link with the overall scientific community related to the main project topics. They can support the exploitation due to strong relationship with civil protection, disaster management and other industrial sectors.	x	x	x
ISQ	Entity with a wide experience in the activities of technical inspections, consultancy, testing, training and research can provide communication actions within their network of stakeholders and will contribute in the development of trainings. They can also support the exploitation due to strong relationship with civil protection, disaster management and other industrial sectors.	x	x	x
CBK	Space Research centre due to its role and connection with stakeholders and potential end users it can support the dissemination and communication activities. It will be in charge for the project's demonstration in Poland. They can also support the exploitation due to strong relationship with civil protection, disaster management and other industrial sectors.	x	x	x
ENGINEERING	Company with an extensive experience in building digital solutions. Its network of contacts and scientific community circles in topics related to the project can be leveraged for communication activities.	x	x*	x

Figure 3 - Role of partners

4. OVERWATCH promotion strategy

A carefully fine-tuned dissemination strategy was developed towards the attainment of the following goals: i) the creation of public awareness and the generation of scientific interest; ii) the engagement of stakeholders interested in the OVERWATCH project; iii) the maximization of the impacts of the project findings.

OVERWATCH dissemination strategy focused on promoting the project by:

- Assuring scientific dissemination of our results and activities;
- Undertaking technical actions such as webinars, demo etc;
- Engaging stakeholders.

In this context, scientific dissemination of our results is of key importance for generating awareness. Such awareness will be leveraged to generate interest in the usage of OVERWATCH. We will ensure that the OVERWATCH project is well represented in the scientific community and at key events.

Dissemination plan - Overview

The dissemination strategy is divided in three phases, as illustrated in the table below:

Time	Objective	Approach
Phase 1: Analysis & initial awareness	Create a roadmap and agree upon future dissemination activities Raise awareness on OVERWATCH objective and scope	Press release Visual identity toolkit Project website Social media channels Brochures, posters List of journals List of events List of stakeholders
Phase 2: Increase impact	Create a target awareness of project results and outcomes to interested stakeholders	Newsletters and mailing campaign to stakeholders about OVERWATCH results Initiate collaborations Create synergies with other projects Disseminate results at conferences and events Publish papers in high ranked journals
Phase 3: Adoption	Promote the project results for adoption and creating change Pave the way for exploitation and on-market trajectory	Engage with relevant stakeholders in a more personalized and targeted approach. Link closely with exploitation task.

Figure 4 - Dissemination strategy phases

5. Dissemination and communications actions M19 - M36

The dissemination actions aimed at improving U&S awareness were considered among the most relevant activities for the project, as it was essential to ensure that U&S understood how the proposed technologies worked and how they could benefit from the final product.

5.1. Open access publications

It must be stressed that, in the frame of the dissemination and communication plan and foreseen related actions, Open Access (OA) is guaranteed to scientific publications resulting from the publicly funded project, in accordance with Regulation (EU) No 1290/2013.

Deliverables with a public scope included their respective executive summaries in order to highlight the most pertinent items for key stakeholders and, more generally, for interested readers. As these summaries represented an additional dissemination tool, they were prepared to be easy to read and user-friendly, providing a snapshot of the key findings to ensure maximum adoption by relevant users. Public deliverables were made available through the project's website and social media channels. When published, especially on the website, a brief description explaining the content of each document in a few lines was provided. As a general rule, executive summaries were implemented in all OVERWATCH deliverables. Their readability was verified through the project's quality assurance procedures, especially during the peer review process prior to delivery.

5.1.1. Deliverables LINK:

Deliverable	Descrizione
D1.1 End-users requirements	The deliverable focuses on the project's objectives, scope, and expected outcomes for managing wildfires and floods, emphasizing innovative technologies. The report discusses the requirements for the OVERWATCH technologies and serves as a roadmap for further development of the OVERWATCH technologies.
D1.2 FunctionalTechnical requirements and System architecture	The deliverable focuses on the System Architecture, highlighting the alignment of functional requirements with end-user needs across the constituent modules. Detailed descriptions of each module encompass their functional requirements, technical specifications, and the anticipated data exchange interfaces with expected users.
D4.1 Integration and validation methodology and plan	This document presents the OVERWATCH "Integration & validation methodology and plan". The project involves Earth Observation (EO), Remote Sensing, and Machine Learning (ML) technologies, enhanced with Augmented Reality (AR) to improve decision-making during crisis management, such as floods and wildfires.
D5.1 Dissemination and Communication Plan	Dissemination and communication plan is the main guideline for the execution of the D&C activities that will be carried out within the OVERWATCH project. It gives an overview of the whole D&C activities foreseen throughout the project with indicators to evaluate the effectiveness.
D5.2 Report on dissemination and communication	Report on the communication and dissemination activities carried out from M1 to M18.
D6.1 Project Management plan	The Project Management Plan defines how the OVERWATCH project will be managed, excluded, and controlled.
D6.2 Data Management Plan	The Data Management Plan defines how the different types of data will be managed within the 6 WPs of the OVERWATCH project.
D6.3 Privacy ethics and security report	Reports on the activities performed in Task 6.3 "Security, privacy and ethics", within the frame of Work Package 6 "Project Management".

5.1.2. Scientific publications:

No.	Partners	Date	Link	Type of publication	Title	Authors
1	LINKS	27 Jul 2023	https://doi.org/10.1109/IGARSS52108.2023.10282227	Conference proceedings	A multimodal supervised machine learning approach for satellite-based wildfire identification in Europe	Angelica Urbanelli, Luca Barco, Edoardo Arnaudo, Claudio Rossi
2	LINKS	27 Jul 2023	https://doi.org/10.1109/IGARSS52108.2023.10281933	Conference proceedings	Land cover segmentation with sparse annotations from Sentinel-2 imagery	Marco Galatola, Edoardo Arnaudo, Luca Barco, Claudio Rossi, Fabrizio Dominici
3	LINKS	15 Sep 2023	https://doi.org/10.1007/978-3-031-74633-8_32	Conference proceedings	Robust Burned Area Delineation through Multitask Learning	Edoardo Arnaudo, Luca Barco, Matteo Merlo, Claudio Rossi
4	LINKS, ITHACA	7 July 2024	https://arxiv.org/abs/2405.20109	Conference proceedings	FMARS: Annotating Remote Sensing Images for Disaster Management using Foundation Models	Edoardo Arnaudo, Jacopo Lungo Vaschetti, Lorenzo Innocenti, Luca Barco, Davide Lisi, Vanina Fissore, Claudio Rossi
5	LINKS	7 July 2024	https://doi.org/10.1109/IGARSS53475.2024.10641130	Conference proceedings	Rapid Wildfire Hotspot Detection Using Self-Supervised Learning on Temporal Remote Sensing Data	Luca Barco, Angelica Urbanelli, Claudio Rossi
6	ITHACA	Nov 2024	https://aitonline.org/wp-content/uploads/2024/11/EarthObservation_curre	Extended abstract	OVERWATCH - Integrated holographic crisis management map: potential impact in the Copernicus	V. Fissore, C. Monaco, D. Lisi, S. Bassetti, C. Rossi, E.Arnaudo, L.Barco, P. Boccardo

			nt_challenges_opportunities_environmental_monitoring.pdf		Emergency Management Rapid Mapping maps production workflow.	

5.2. Participation at conferences and events, including physical and virtual workshops

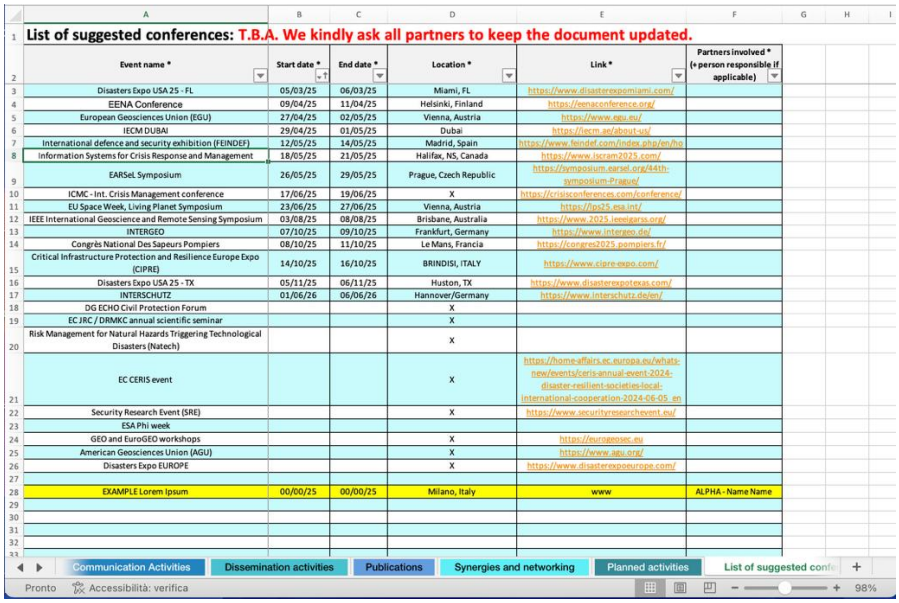
The following table offers the main outcomes of each event M19-M36

Date	Event	Type	Partners involved	Place	Short description
16–17 Apr 2024	1st National Conference on Public Policies in Civil Protection	Conference	CINAMIL	Palmela, Portugal	OVERWATCH was presented by Engineer Daniela Fraga at a conference focused on public policies for civil protection.
11 Jul 2024	MILTEC24	International Conference	CINAMIL	Lisbon, Portugal	OVERWATCH was represented by Professor Jos Borges and researchers Ana Romo and Daniela Fraga, with a focus on innovation and emerging technologies.
16 Sep 2024	FIREEURISK Event	Demonstration event	Ithaca	CNR – Milan, and online	OVERWATCH participated to discuss how Earth Observation, AI, augmented reality, and drones can improve wildfire management.
2–4 Oct 2024	NADMEX	Disaster Management Summit / Exhibition	ROBOTTO	Istanbul, Türkiye	ROBOTTO took part in a panel debate on approaches and strategies for combating forest fires.
11 Oct 2024	CEMS Annual Conference 2024	Conference	Ithaca	Online	The event focused on how CEMS early-warning and monitoring data can support disaster risk management strategies.
25 Nov 2024	KoM of UNICORN Project	Kick-off meeting	LINKS, ITHACA	Prague, Czech Republic	OVERWATCH was presented during the kick-off meeting of the UNICORN project.
3 Dec 2024	AR Lens Testing Event	Testing event	ROBOTTO / Hololight	-	Hololight conducted an exclusive test of its AR

					lenses with 11 users, including both experts and beginners.
8 Jan 2025	EUSpace Innovation through Horizon Europe	Promotional video	HOLOLIGHT	Online	Carina Pamminger from Hololight presented the OVERWATCH project in an EUSPA promotional video.
16 Jan 2025	NIGHTINGALE Final Event	Final event	ITHACA	Online	OVERWATCH was presented during the NIGHTINGALE Final Event, highlighting system integration and advanced technologies.
6 May 2025	GEO Global Forum 2025	Community event session	Project Officer Vasilis Kalogirou	Rome, Italy	OVERWATCH was mentioned during a session on Copernicus Earth Observation services and policy uptake.
13 Jun 2025	EUSPA Visit	Institutional visit	HOLOLIGHT	Prague, Czech Republic	Representatives of OVERWATCH presented the project's technology during the visit of Andrius Kubilius.
23–27 Jun 2025	ESA Living Planet Symposium 2025	Symposium	LINKS, ITHACA	Vienna, Austria	LINKS showcased AI-powered Earth Observation research carried out in OVERWATCH for disaster monitoring and damage assessment.
24–25 Jun 2025	Security Research Event 2025	Conference / Exhibition	HOLOLIGHT	Warsaw, Poland	Hololight showcased OVERWATCH tools for real-time wildfire and flood crisis management.
4–6 Nov 2025	EU Science for Preparedness Conference	Conference	LINKS, ITHACA	Turin, Italy	OVERWATCH attended the conference organized by the Joint Research Centre and the Disaster Risk Management Knowledge Centre.
21 Nov 2025	Online Workshop	Workshop	LINKS, ITHACA	Online	Workshop on implementing new technologies in operational crisis management and civil protection activities, with 90 participants.

20 Jan 2026	EUSPA AI Week	AI crisis management session	LINKS, ITHACA	Online	OVERWATCH was featured with an integrated holographic management map for situational awareness and coordination.

A file was created and provided to all partners where they could report any new relevant event for the project.



List of suggested conferences: T.B.A. We kindly ask all partners to keep the document updated.

Event name *	Start date *	End date *	Location *	Link *	Partners involved * (+ person responsible if applicable)
Disasters Expo USA 25 - FL	05/03/25	06/03/25	Miami, FL	https://www.disasterexpomiami.com/	
EENA Conference	09/04/25	11/04/25	Helsinki, Finland	https://eenaconference.org/	
European Geosciences Union (EGU)	27/04/25	02/05/25	Vienna, Austria	https://www.egu.eu/	
IECM DUBAI	29/04/25	01/05/25	Dubai	https://iecm.ae/about-us/	
International defence and security exhibition (FEINDEF)	12/05/25	14/05/25	Madrid, Spain	https://www.feindef.com/index.php/en/ho	
Information Systems for Crisis Response and Management	18/05/25	21/05/25	Halifax, NS, Canada	https://www.iscram2025.com/	
EARSeL Symposium	26/05/25	29/05/25	Prague, Czech Republic	https://symposium.earsel.org/44th-symposium-Prague/	
ICMC - Int. Crisis Management conference	17/06/25	19/06/25	X	https://crisisconferences.com/conference/	
EU Space Week, Living Planet Symposium	23/06/25	27/06/25	Vienna, Austria	https://lps25.esa.int/	
IEEE International Geoscience and Remote Sensing Symposium	03/08/25	08/08/25	Brisbane, Australia	https://www.2025.ieeeigarss.org/	
INTERGEO	07/10/25	09/10/25	Frankfurt, Germany	https://www.intergeo.de/	
Congrès National Des Sapeurs Pompiers	08/10/25	11/10/25	Le Mans, Francia	https://congres2025.pompiers.fr/	
Critical Infrastructure Protection and Resilience Europe Expo (CIPRE)	14/10/25	16/10/25	BRINDISI, ITALY	https://www.cipre-expo.com/	
Disasters Expo USA 25 - TX	05/11/25	06/11/25	Huston, TX	https://www.disasterexpotexas.com/	
INTERSCHUTZ	01/06/26	06/06/26	Hannover/Germany	https://www.interschutz.de/en/	
DG ECHO Civil Protection Forum			X		
EC JRC / DRMKC annual scientific seminar			X		
Risk Management for Natural Hazards Triggering Technological Disasters (Natech)			X		
EC CERIS event			X	https://home-affairs.ec.europa.eu/whats-new/events/ceris-annual-event-2024-disaster-resilient-societies-local-international-cooperation-2024-06-05_en	
Security Research Event (SRE)			X	https://www.securityresearchevent.eu/	
ESA Phi week					
GEO and EuroGEO workshops			X	https://eurogeosec.eu	
American Geosciences Union (AGU)			X	https://www.agu.org/	
Disasters Expo EUROPE			X	https://www.disasterexpoeurope.com/	
EXAMPLE Lorem Ipsum	00/00/25	00/00/25	Milano, Italy	www	ALPHA - Name Name

Figure 5 - **Tool for Communication activity** LINK

5.3. Social media channels

The social media accounts of OVERWATCH project have mainly contributed to sharing research outputs via four channels: LinkedIn, Facebook X (Twitter) and YouTube.

Following an editorial plan, news and other information were regularly updated and published.

Social media platforms were viewed as more than just a means of strengthening the online presence and building a stronger brand identity; they also represented an open communication channel with customers and potential future customers. One significant benefit of using social media for business communication was its cost-effectiveness compared to traditional forms of marketing.

About social media, the project KPIs were defined years ago, while social network algorithms change on average every month. In recent years we have seen what could be described as a radical shift in social media platforms, requiring us to adapt to policies that are not always good in terms of dissemination and communication. For example, the instability of certain platforms, like Twitter/X, has limited our ability to maintain consistent communication, and it is important to acknowledge that it may no longer be an effective channel for other project communication. A similar situation applies to other media ecosystem (e.g. META), where growth in terms of followers and visibility is achievable only through paid advertising and massive dissemination of contents (daily contents). And this process is not always possible because we need inputs and news to share and in this type of projects is not always possible in some periods. It was necessary to revise the social media communication strategy taking all these aspects into account, especially those related to the use of AI. AI also brought significant changes to social platforms and to the type of visual content rewarded by algorithms.

These changes occurred extremely rapidly, requiring us to adapt quickly, often resulting in increased effort but lower outcomes. That said, the number of followers is not always relevant in terms of "communication impact". In our experience, it is far more important to work on the direct engagement of an interested and targeted audience. In the end, we tried to work with a smaller target group, one that was more interested and engaged. At the same time, we remained up to date with ongoing developments and monitored potential new platforms and more effective solutions (e.g., Bluesky). We also encouraged greater participation from the partners to gain more followers and contacts through their personal and corporate networks.

X	
Item	**#**
Followers	68
Impressions	2.5k
Likes	123
Reposts	13
Comments	2
N° of post	**182**

LinkedIn	
Item	**#**
Followers	407
Impressions	24K
Likes	1718
Reposts	96
Comments	12
N° of post	**204**

YouTube	
Item	**#**
Video views	1.290
View duration	1.3 min
Impressions	7.5K
N° of video	**12**

Facebook	
Item	**#**
Followers	31
Profile views	1283
Engagement (like/comments)	347
Profile visit	441
N° of post	**156**

Table 3 - Social media statistics

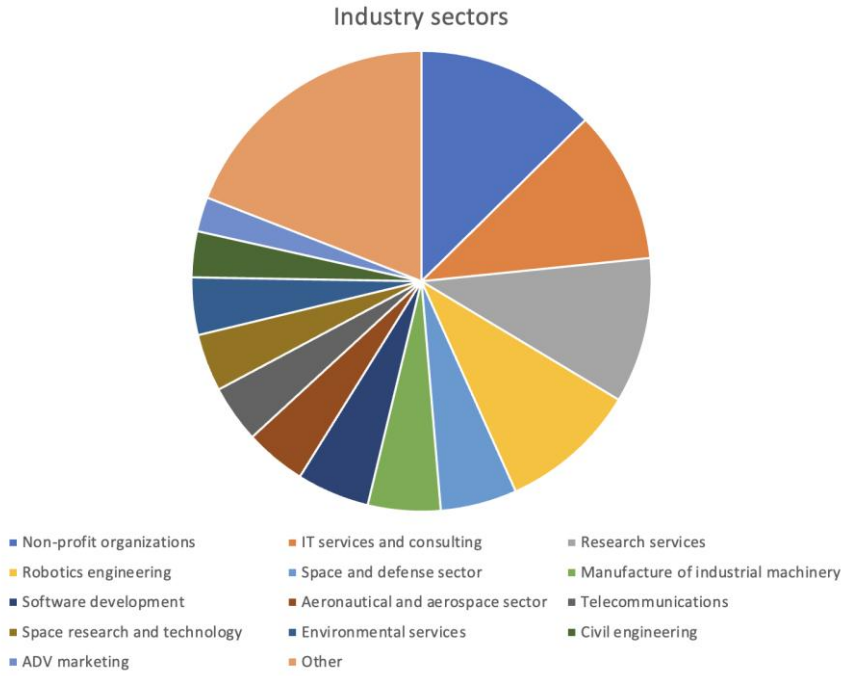


Figure 6- Social media statistics (sectors)

5.4. OVERWATCH videos

A total of 12 videos has been uploaded on the project YouTube page, all the contents have been shared across all our channels. The videos present the project in all its phases and explain the services related to OVERWATCH. Videos also have been used as looping content during demo

sessions and presentations and included in newsletters and posts. Two of these videos are specifically dedicated to the demos.

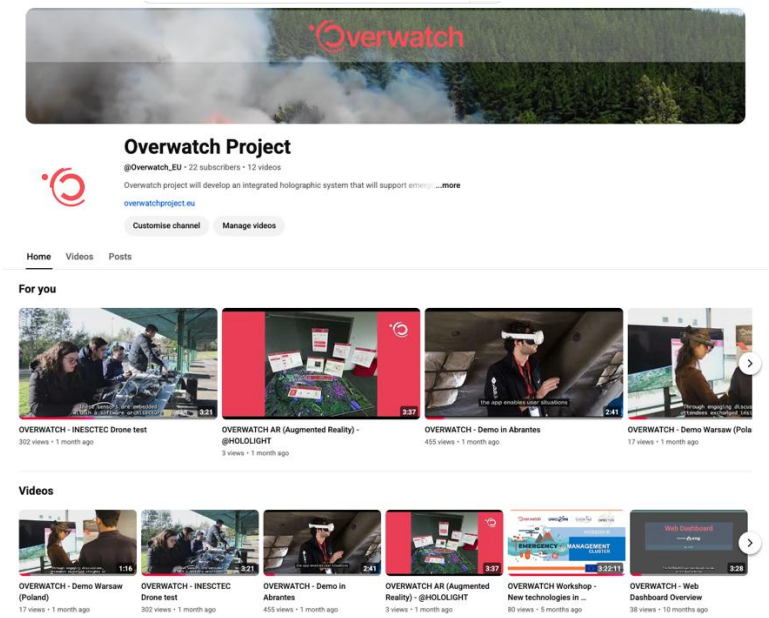


Figure 7 - YouTube overview

5.5. Operational dimensions of social media and link with other content

Social media profiles served as containers and launchpads for other selected forms of communication, such as sharing documents, videos, events, photos, and links to websites to generate organic traffic, among others.

They also acted as showcases to present all available information to a wide audience and as a cohesive platform connected with other media. In this way, a "communication ecosystem" was created, in which all media, both traditional and non-traditional, were interconnected, ensuring that users did not miss any information. This "reuse" also extended the lifespan of other forms of communication.

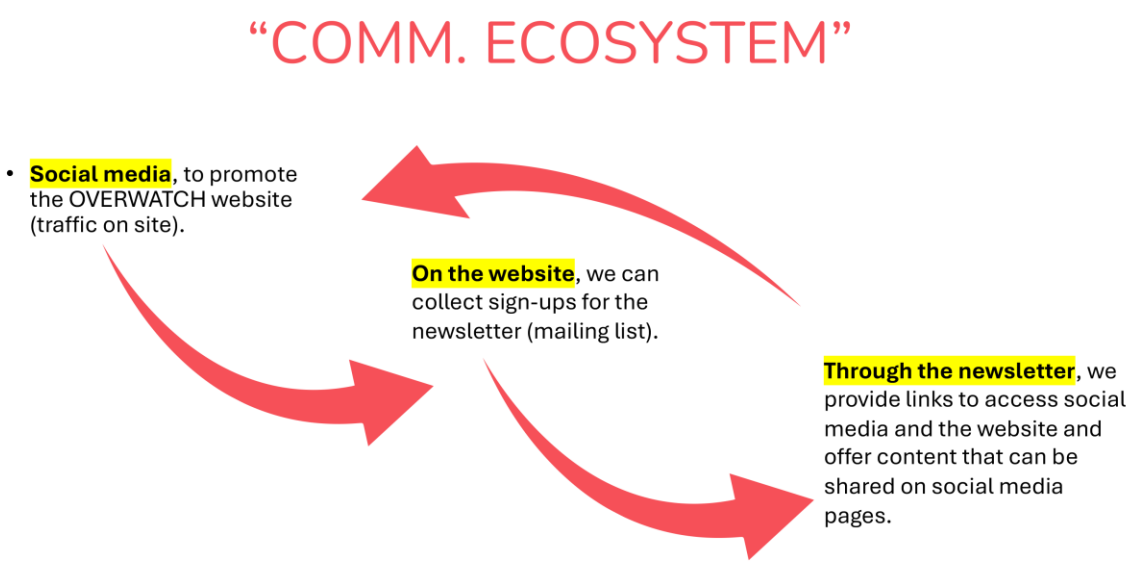


Table 4 - Communication Ecosystem simplified scheme

By employing this technique, the project has reached a broader audience across various media channels, optimizing the content creation and communication process. Through social media, various news items and events were promoted to extend content lifespan and drive users to the website. Through the website, efforts were made to generate conversions and increase contacts in the mailing list. News and updates were also featured in the appropriate section of the website. Through the newsletter, links to social media and contact information were reiterated, while content - including more traditional communication materials such as brochures and flyers in digital format - was shared so that it could also be redistributed on external profiles (through tags, reposts, uploads to external websites, or newsletters). In this way, end users could easily find all the necessary information about the OVERWATCH project regardless of where they accessed it, whether through the website, social media, or other channels.

5.6. Exploitation of the website

The website has been updated with all the project information and developments. In the "Outcomes" section, all publicly available communication materials such as brochures, newsletters, papers, articles, and events have been uploaded. In the “Updates” section all the relevant events are listed and highlighted. The project presentation video has been integrated into the homepage to maximize views.

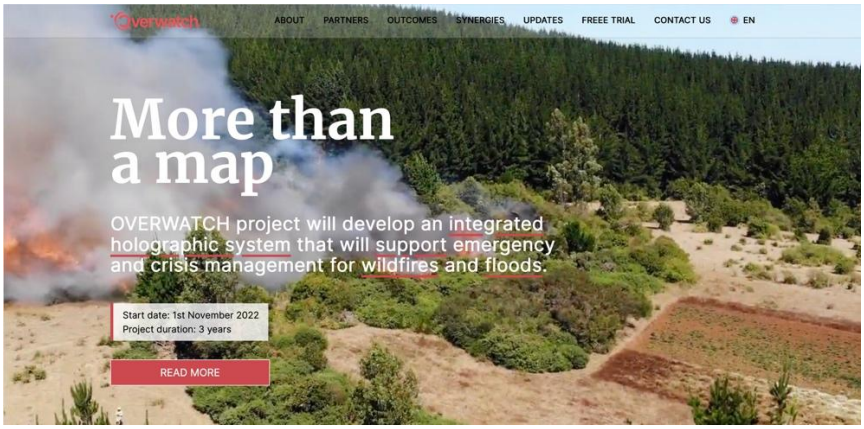


Figure 8 - OVERWATCH website homepage LINK

Item	N°
Page views	81k
Unique Page views	72k
Downloads	293

The OVERWATCH website has been used not only as a tool for disseminating the project but also for its promotion, for example through:

- Websites cross-linking to exchange site links and increase Google rank/ positioning, providing a mutual advantage to both the OVERWATCH and the partners’ websites.

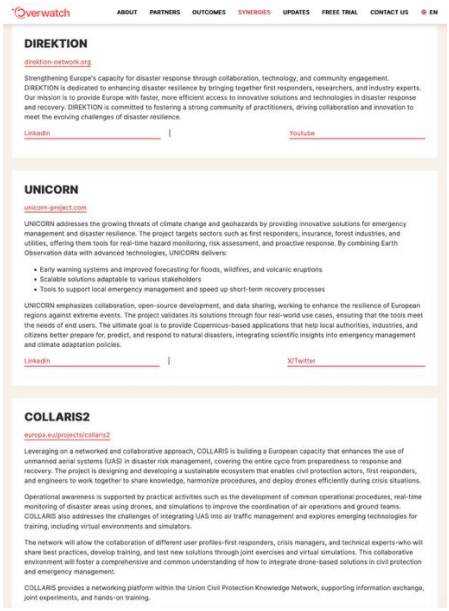


Figure 9 - Cross-linking between OVERWATCH and other projects

- Publication of relevant news on the OVERWATCH website related to the project and/or the work of consortium members.

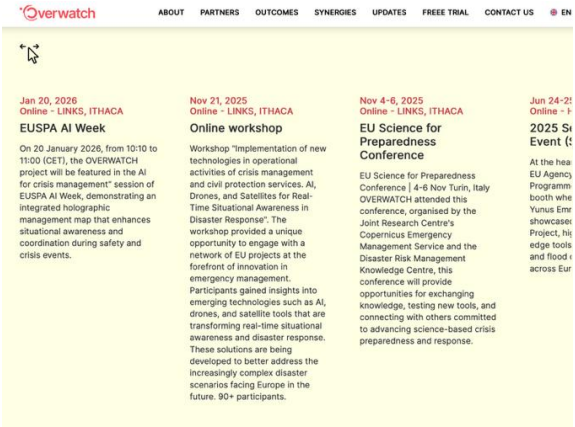


Figure 10 - Website exploitation (news)

- Sharing the website link through social media channels (either OVERWATCHS's or others), increasing the number of visitors, enhancing project visibility and online presence, and fostering interaction across various platforms.

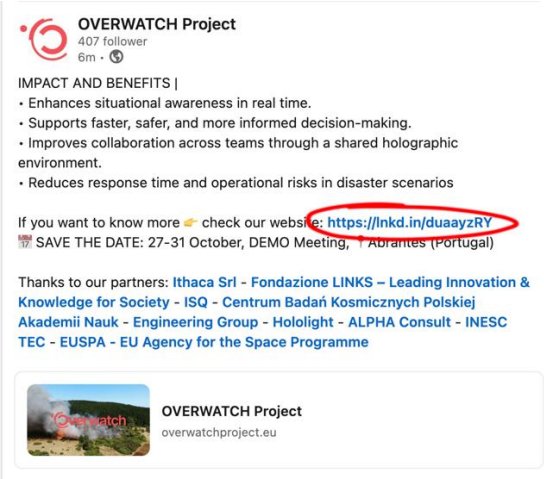


Figure 11 - Website link on social media

- Website ads campaigns: OVERWATCH banner have been shown on the website.

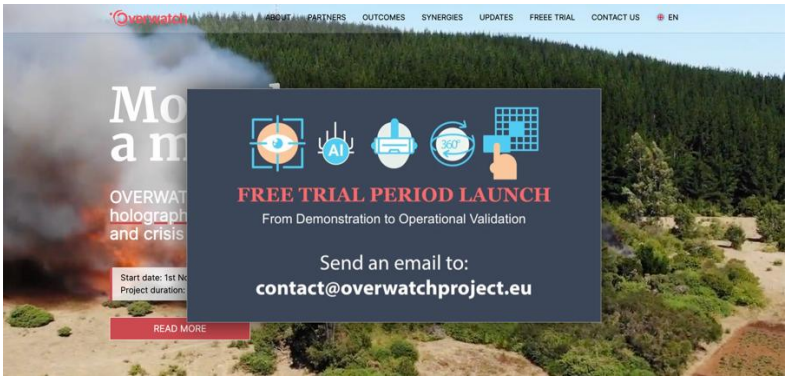


Figure 12 - OVERWATCH adv banner

5.7. OVERWATCH traditional printings

Leaflets and banners were used to synthesise key information and to create networking opportunities during live events. As physical objects, they had a longer lifespan compared to other communication methods. All communication materials were made available to the partners of the OVERWATCH consortium for use in workshops, conferences, and events. They were also accessible on the project website in the dedicated Download section.

Figure 13 - Rollup banners

Figure 14 - OVERWATCH Poster

Figure 15 - OVERWATCH Brochure updated version

A communication support material (flyer) dedicated to promoting the OVERWATCH “trial period” was created and disseminated through all communication channels available to us.

Figure 16 - OVERWATCH "Free Trial" flyer

5.8. Newsletter

The newsletter allowed us to build relationships with a specific, targeted, and interested audience and to segment it accordingly. The text consistently featured short paragraphs and used clear and

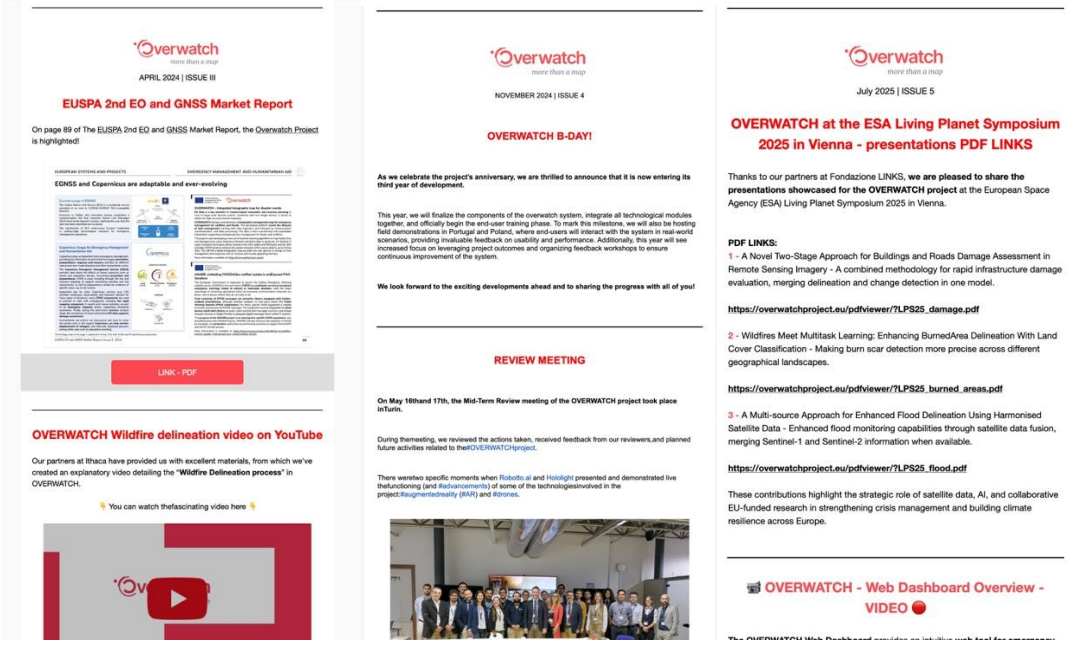
concise language suitable for the target audience. A CTA (Call To Action) was always included so that users knew what to do after reading the newsletter (e.g., “Click here to learn more” or “Follow us on our social pages”). A newsletter is a cost-effective means for building relationships and maintaining regular contact with engaged stakeholders as well as the wider public.

The main aim of the newsletter is to inform about project progress, events, and relevant news. All available communication channels were used to create a mailing list and gather subscribers (e.g., posts with calls to action on social media pages). A common issue with “traditional” newsletters was spam filtering. During testing, good results were observed in terms of engagement and the number of users reached using the LinkedIn integrated newsletter.

Through these activities, a total of 201 contacts were reached on Mailchimp and 145 on LinkedIn, also thanks to activities related to the webinar conducted by OVERWATCH. A total of **9 newsletters were sent via Mailchimp and 5 using LinkedIn’s internal tool**. This approach was adopted because it eliminated spam issues and, being directly connected to LinkedIn, also allowed the generation of direct traffic to the profile.

	Mailchimp newsletter			LinkedIn Newsletter		
M19-M36	N°	Subs	Opened	N°	Subs	Opened
	3	34	29	**1**	-	27
	4	41	31	**2**	-	57
	5	160	45	**3**	-	90
	6	186	93	**4**	-	91
	7	186	82	**5**	145	103
	8	197	103			
	9	201	122			

Table 5 - Newsletter stats overview



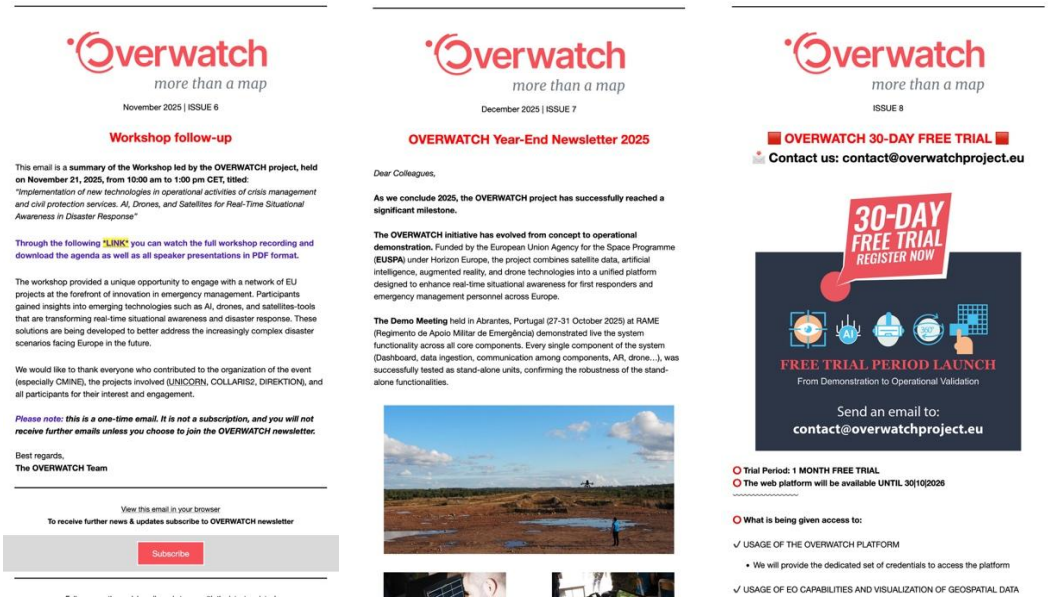


Figure 17 - Example of Newsletter

5.9. UCPKN - Union Civil Protection Knowledge Network

The Union Civil Protection Knowledge Network (UCPKN) is the official European platform managed by the Directorate-General for European Civil Protection and Humanitarian Aid Operations (DG ECHO). Operating under the motto "Applied knowledge for action", the network serves as a central hub connecting civil protection practitioners, disaster risk managers, first responders, researchers, and policymakers across Europe. It provides access to a knowledge library, project showcases, community groups, news and stories, as well as training and exercise resources.

The **OVERWATCH project maintained an active presence on the UCPKN platform** throughout its lifecycle, publishing news items and stories covering key milestones such as the live wildfire pilot exercise in Abrantes (Portugal), the demo event in Warsaw (Poland), the participation in the EUSPA AI Week 2026, and the launch of the 30-day free trial of the OVERWATCH system. This channel proved particularly valuable for dissemination and communication purposes for several reasons. The UCPKN audience is **self-selected** and highly relevant it consists precisely of the civil protection and emergency management professionals that OVERWATCH was designed to serve. Plus, publishing on an EU-managed platform significantly enhanced the project's institutional visibility, the platform's **long-term accessibility** ensures that OVERWATCH's outputs remain discoverable and impactful well beyond the official project end date.

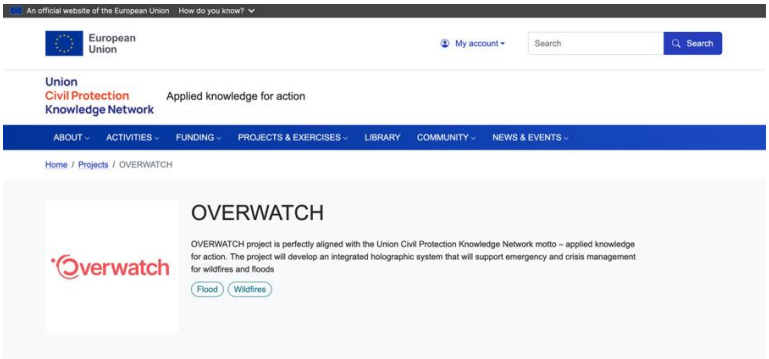


Figure 18 - UCPKN - OVERWATCH profile

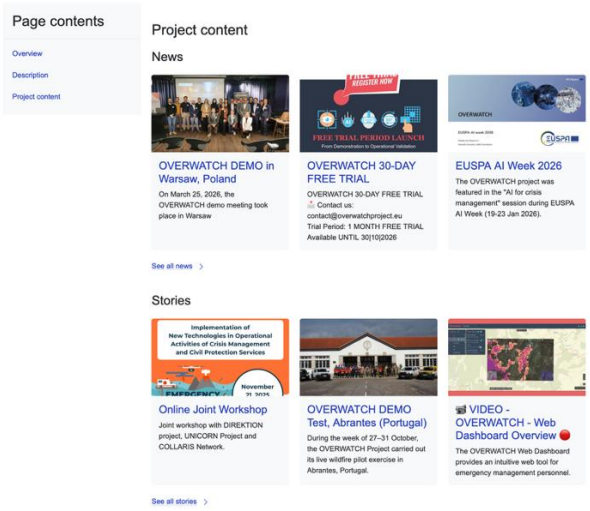


Figure 19 - UCPKN - OVERWATCH contents

6.Joint communication and dissemination activities

As part of the Horizon Results Booster initiative, OVERWATCH organised a dedicated workshop held on November 21, 2025 “Implementation of new technologies in operational activities of crisis management and civil protection services. AI, Drones, and Satellites for Real-Time Situational Awareness in Disaster Response”.
The event brought together a broad community of projects working in the field of wildfire emergency and risk management, fostering cross-project exchange and mutual learning among practitioners, researchers, and stakeholders active in this domain. The workshop achieved strong results in terms of reach and engagement, attracting more than 80 participants and generating significant interest from several organisations beyond the project's core network. The quality of the discussions and the level of interaction throughout the session confirmed the relevance of OVERWATCH's work within the wider European crisis management landscape.

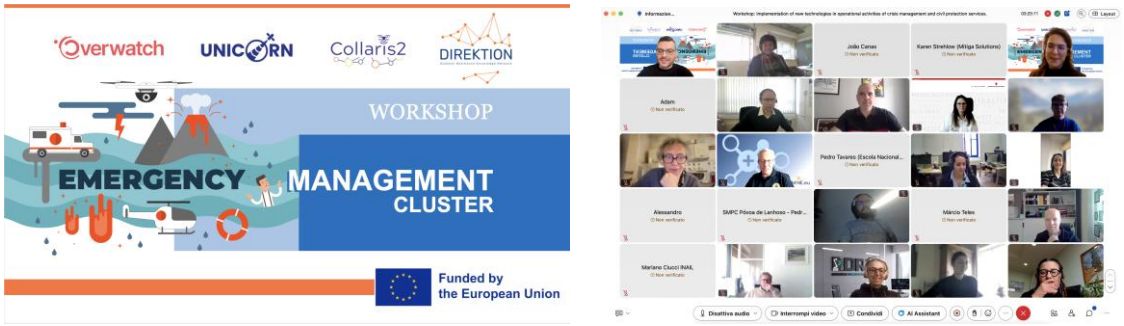


Figure 20 - Horizon Results Booster activity – OVEREWATCH workshop

To maximise the dissemination value of the event, all presented materials were collected and made publicly available through a dedicated page on the OVERWATCH website, where participants and interested parties can freely download presentation slides and access the full recording of the workshop. **The recording was also published on the project's YouTube channel** to broaden its reach further. The materials gathered from the workshop served as a basis for additional communication activities: key content was repurposed to feed the project newsletter and to produce posts across the project's communication channels, extending the visibility of the event's outcomes well beyond the day of the workshop itself.

The workshop was also used to acquire new contacts to **expand the mailing list** at our disposal and increase the reach of the newsletters.

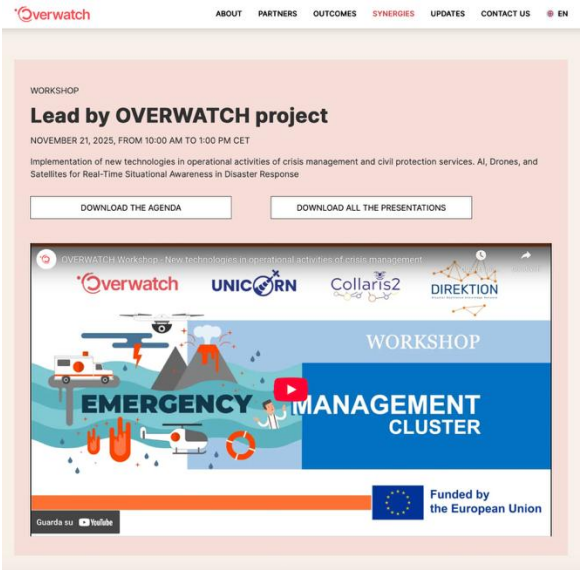


Figure 21 - Worksop outcomes - dedicated page on the website + download section

7. Summary and comment on communication and dissemination KPIs

Item	Goal	Quantity	KPI	Status M1 | M18	Status M19 | M42
Logo	Diffusion to the widest audience	1	Logo ready	OK	Done
Website	Create a user-friendly website	1	50 000+ visits updated regularly	56.674+	81K
Project brochure	To reach large audience	2+	200+ readers	1 done	2 Brochure (updated), 1 Flyer, 1 poster, 3 banners
Short video	Short video explaining key research outputs	10	5 000+ views	2 done	10 Done
Demonstration video	Videos from demonstration	2		/	2 Done
International conferences and events	Participation to a key event and publication to peer-reviewed	3+ presentations 5 journals 10 conference papers	200+ people per event	8 conference/events 4 publications	30 Events 6 Publications

	scientific journals				
Newsletter	Engagement with target groups	6	1 every 6 months	3 done	9 on Mailchimp, 5 via LinkedIn
Contact Database	Key Contact database	1	Updated regularly	OK	Done
Demonstration	Demonstration with advisory group, stakeholders and first responders	2 events In 2 different countries	25 + organisations involved	/	Done
Clustering activities	Promotion of networks and active cluster with other H2020 European ongoing related projects, European and National Technology Platforms (e.g., CERIS)	3+	3+ EU organizations, clusters or working groups engaged for user needs definition and results dissemination	/	Done
Synergies	Increase value and performance of the project (e.g., joint dissemination and synergy to support the technological evolution)	2+ 2+	2+ EGNOS initiatives 2+ H2020/HE projects	SAFERS, FIRELOGUE, TREEADS joint communication	SAFERS, FIRELOGUE, TREEADS, UNICORN,, COLLARIS2, DIREKTION
Social media	Spreading the project achievements to a wider audience	3 accounts (LinkedIn, Twitter, Facebook) 300+ posts	5 000+ followers 10 000+ interactions	3 accounts up and running. 225+ post 1.400+ interactions	3 accounts up and running. 530+ posts 3k+ interactions, 500+ followers

Table 6 Summary and comment on communication and dissemination KPIs

7.1. KPIs of OBJECTIVE 7 (Project KPI's)

Project KPIs	Target	Achieved / Results
Interactions with citizens through project social media channel	At least 10k interactions (like, share, comment)	2,400+ interactions - partially achieved
Social media used to spread research outcomes	At least 3 social media used	4 - LinkedIn, Facebook, X, YouTube profiles activated - achieved
Short videos explaining key research outputs	At least 10 short videos	12 videos - achieved
Website views	At least 50k views on OVERWATCH website(s)	81k+ views - achieved
Videos from demonstrations	At least 2 videos from demonstrations	2 videos from demonstrations - achieved
Posts including prevention information	At least 300 posts including prevention information with more than 10k views overall	500+ posts (X, LinkedIn, FB), 10k profile views overall – achieved
Presentations in conference	At least 3 presentations in conference	3 presentations - achieved
Open access publications	At least 3 open access publications	6 open access publications - achieved

Overwatch

KPIs of OBJECTIVE 7

Communicate research outputs to citizens and scientific community	At least 10k interactions (like, share, comment) with citizens through the project social media channel At least 3 social media used to spread research outcomes At least 10 short videos explaining key research outputs At least 50k views on OVERWATCH website(s) At least 2 videos from demonstrations At least 300 posts including prevention information with more than 10k views overall At least 3 presentations in conference At least 3 open access publications

Performed activities to reach KPIs

WP5 - T5.1 | The Report on Dissemination and Communication (D5.2) is an analysis of the documented communication and dissemination approach that was adopted by OVERWATCH starting from the strategies exposed in D5.1 – Dissemination and Communication Plan.

These deliverables include all joint dissemination and communication activities carried out from the beginning of the project to date, aimed at achieving the key performance indicators (KPIs).

Related Deliverables

D5.1 – Dissemination and Communication Plan (M06)
D5.2 – Report on Dissemination and Communication activities (M18)
D5.3 – Market assessment and Business plan (M18)
D5.3 – Market assessment and Business plan (M30)

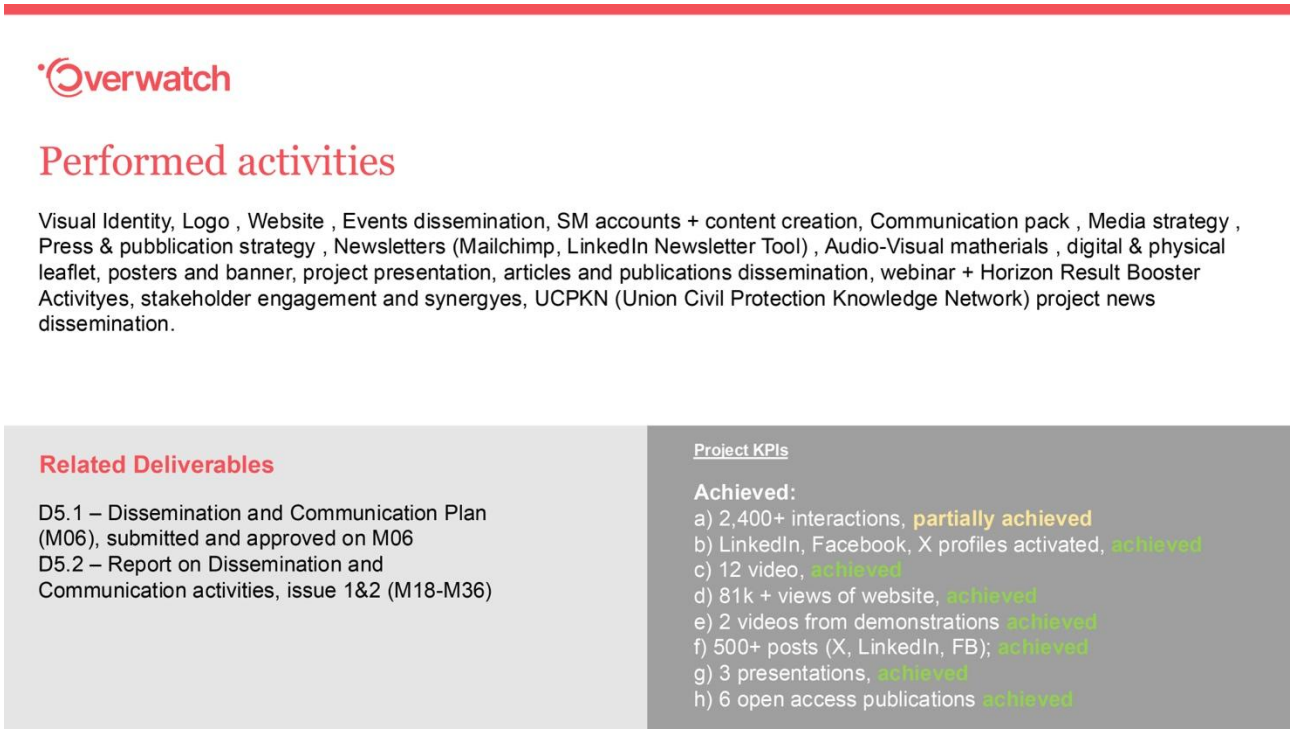


Figure 22 - Project objective 7, performed activities and KPIs overview

8. Conclusion

All communication activities are aligned with the original D5.1 Dissemination and Communication Plan; in D5.2 Report on Dissemination and Communication – issue 2, it's possible to track the evolution of all communication activities we've done in parallel with the project's progress. This deliverable covers all the joint dissemination and communication activities carried out from M19 of the project to the end (M36). This document illustrates and explain the use of OVERWATCH website, social media pages and other communication materials (brochures, newsletters, and videos) to promote the project, build a storyline a visual/brand identity and raise awareness around the OVERWATCH project as well as to show how European collaborations promote the development of technological innovations that can build more resilient societies against natural disasters.

References

ID	Title	Access Date
[RD01]	Link - *Integrated holographic management map for safety and crisis events*	2024
[RD02]	Link - *D5.1 Dissemination and Communication Plan*	2024
[RD03]	Link - EC Funding & tender opportunities SEDIA: what is the difference between dissemination, exploitation, and communication	2024