



ACCELERATE

Advancing UAVs technology to Enable monitoring for A sustainable environment

Deliverable: “D.6.1 Dissemination Plan 1”

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Disclaimer of warranties

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Executive Summary

This deliverable, "D6.1 Dissemination Plan 1," outlines the communication and dissemination strategies for the ACCELERATE project. The document provides a comprehensive overview of the objectives and materials planned for effective communication and wide dissemination of project outcomes. It presents the specific goals and targets of the project's communication and dissemination efforts, the key target groups and the internal communication management structure of the project. It also presents the dissemination materials, highlighting the significance of the ACCELERATE website as a central hub for project information. The social media channels are also emphasized as important communication tools to engage with the target audiences effectively. Additionally, it presents the plan for the participation in dissemination activities such as events and workshops organized by ACCELERATE, as well as third-party events where the project will have a presence. Synergies with other projects and opportunities for collaboration are also explored. By implementing the outlined strategies and utilizing a wide range of dissemination materials and communication channels, ACCELERATE aims to maximize its visibility, engage stakeholders, and effectively communicate its outcomes. The goal is to support research innovation, informed decision-making, and promote sustainable development across environmental, agricultural, and cultural heritage sectors through the enhanced use of UAVs technologies.

1. Introduction

1.1. Purpose and Scope

This deliverable presents the Dissemination plan and material plan for the ACCELERATE project. It lays the foundations for dissemination and exploitation activities executed within the lifecycle of the project. It presents the communication and dissemination tools and materials as well as the evaluation and measuring of its impact.

1.2. Document Structure

- Chapter 1 provides introductory information about the content and structure of the deliverable.
- Chapter 2 presents the dissemination and communication objectives.
- Chapter 3 analyses the dissemination and communication strategy including information about the communication and dissemination team as well as the main target groups.
- Chapter 4 presents the communication plan and materials focusing on the online communication channels of the project.
- Chapter 5 provides information about the dissemination plan and materials including the dissemination materials and tools such as flyers, newsletter etc., the organization and participation in dissemination activities, the synergies with other projects, publications etc.
- Chapter 6 presents the visual identity of the ACCELERATE including the project logo, presentation templates etc.
- Chapter 7 is dedicated to the dissemination and communication impact and the KPIs that are set and will measure the success of the project.
- Chapter 8 analyses the compliance of the project with the visibility of EU funding rules.
- Chapter 9 concludes the deliverable.

2. Communication and Dissemination Objectives

2.1. Communication objectives

The focus of the communication strategy is to effectively convey project information, research findings, and innovations to various target audiences, including the scientific community, industrial players, policymakers, and the general public. In ACCELERATE three basic audiences have been identified namely: the scientific community, the industrial sector, the general public. (Figure 1)

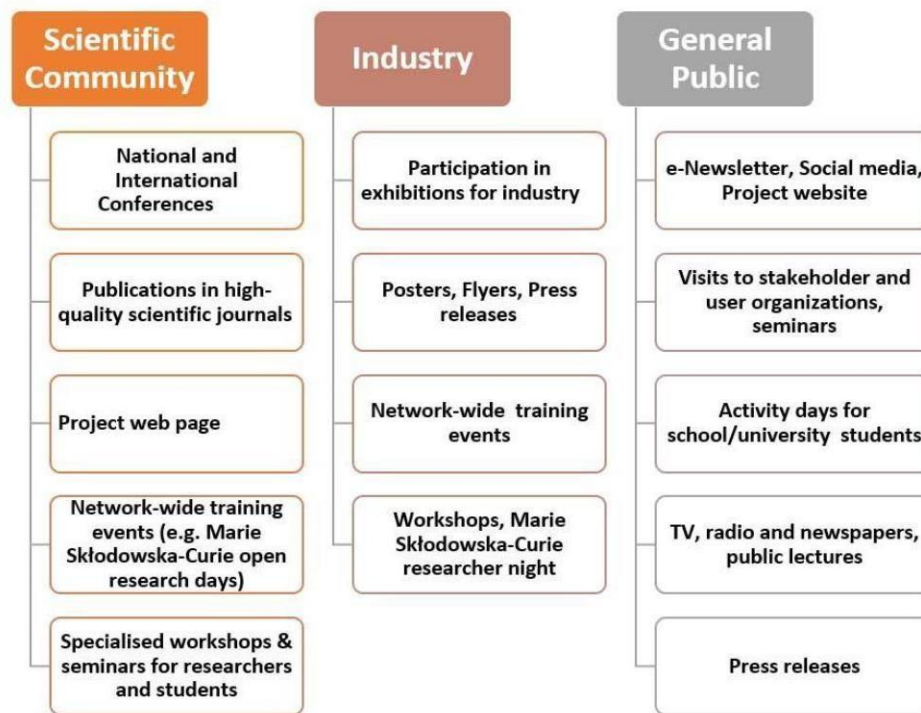


Figure 1: Communication target groups

The communication strategy aims to raise awareness, engage stakeholders, and promote the project's objectives and outcomes. Additionally, the communication activities are closely linked to the end user's engagement facilitating reaching out to them, keeping them updated to the project's progress and involving them in the further development. The main communication objectives are:

- Disseminate and communicate ACCELERATE research results to scientists, industrialists, UAV owners and operators and the society toward a strong interdisciplinary and inter-sectoral partnership.
- Engage the general public and society through several interactive networking events and 2 workshops to communicate resilience and environmental sustainability within the EU using data science and emerging UAV technologies.

2.2. Dissemination objectives

The focus of the dissemination strategy is to ensure the wide dissemination and utilization of project results and outputs. The dissemination strategy aims to reach the intended audiences with targeted dissemination materials and tools, facilitate knowledge exchange, promote innovation, and foster the uptake of project outcomes by relevant stakeholders. It involves the development of dissemination materials such as brochures, flyers, posters, e-newsletters, and the creation of a project Handbook. The dissemination strategy also includes participation in

conferences, workshops, scientific journals, and public events to share research findings, methodologies, and best practices related to permafrost studies and the use of Earth Observation data (Section 5.1).

The main objectives of the Dissemination strategy are:

- To disseminate and communicate ACCELERATE research results to scientists, industrialists, UAV owners and operators, and the society toward a strong interdisciplinary and inter-sectoral partnership.
- To engage the general public and society through several interactive networking events and two workshops to communicate resilience and environmental sustainability within the EU using data science and emerging UAV technologies.
- To increase awareness on the role of UAVs as a critical enabling technology for environmental monitoring, policy support, and sustainable development.
- To promote interdisciplinary collaboration and shared knowledge between experts from hardware engineering, software development, environmental science, and cultural heritage management.
- To foster connections with stakeholders and create visibility for the project outcomes and tools developed, ensuring their uptake and long-term impact.

3. Communication and Dissemination Strategy

3.1. Communication and dissemination management team of the project

In order to ensure the efficient and effective communication and dissemination of the project, a clear management structure has been identified including the Communication and Dissemination Manager (CDM), George P. Petropoulos. The Communication and Dissemination manager will be the main point of reference for all communication and dissemination activities, mainly coordinating, monitoring, and reporting all the communication and dissemination activities.

The main responsibilities of the CDM include:

- The preparation of content for press releases, articles, and posts on the project's communication channels as well as third-party communication channels,
- The close collaboration with all partners for the preparation of content and production of communication materials,
- The management, updating and maintenance of the ACCELERATE website and social media accounts,
- The preparation, coordination, and evaluation of user engagement activities,
- The monitoring and reporting of the ACCELERATE social media and website analytics

3.2. Dissemination audience and target groups

Table 1: Dissemination target audiences

Target audience	Representative organizations
Universities & Research institutions	- University of Twente/ITC (Netherlands) - UAVs in remote sensing - Harokopio University of Athens (Greece) - Remote sensing and environmental modeling - Lund University (Sweden) - Remote sensing and environmental modeling - University of Bucharest - UAVs in remote sensing - National observatory Athens - Paris Lodron University of Salzburg, Z-GIS Zentrum - Wageningen University, Laboratory of Geo-information Science and Remote Sensing - University of Warsaw - Faculty of Geography and Regional Studies Department of Geoinformatics, Cartography and Remote Sensing
Public Authorities & Governmental agencies	- European Environment Agency (EEA) - Ministry of Environment and Energy (Greece) - European Space Agency (ESA) - German Aerospace Center (DLR) - Copernicus Programme - AtmoSud: french AQ monitoring agency - CNES (French Space Agency)
Associations	- EARSeL (European Association of Remote Sensing Laboratories) - IEEE GRSS (Geoscience and Remote Sensing Society) - EARS (European Association for Research on Services) - ISPRS – International Society for Photogrammetry and Remote Sensing - Aerospace Valley: Aerospace industry cluster
Industry	- DJI - major drone manufacturer - Parrot - major drone manufacturer - AgEagle / senseFly - major drone manufacturer - Delair - major drone manufacturer - Pix4D – major photogrammetry software provided - SPH Engineering - UGCS - flight planning software solution - Drone Deploy - Esri - Drone2Map and SiteScan software solutions - Autel - drone manufacturer - Airports (e.g. Toulouse, CDG, Nice) potential users of Drone services for AQ and emissions monitoring - Ports (Piraeus port, Nice port, Marseilles port) potential user of drones for AQ and emission monitoring, coastal litter identification and collection - ADP airport operators - Furthermore, SME partners of the consortium, could act as multipliers in reaching local markets and authorities through their existing operational networks in environmental monitoring, precision agriculture, and UAV services

4. Communication plan and materials

4.1. ACCELERATE website

The ACCELERATE website can be found under <https://accelerate-msca.eu/>. It was developed by HUA and launched in M5 (May 2025). The website contains all important information about the project and will serve as the main point of reference for all the results and news throughout the project's duration and after its completion (Figure 2).

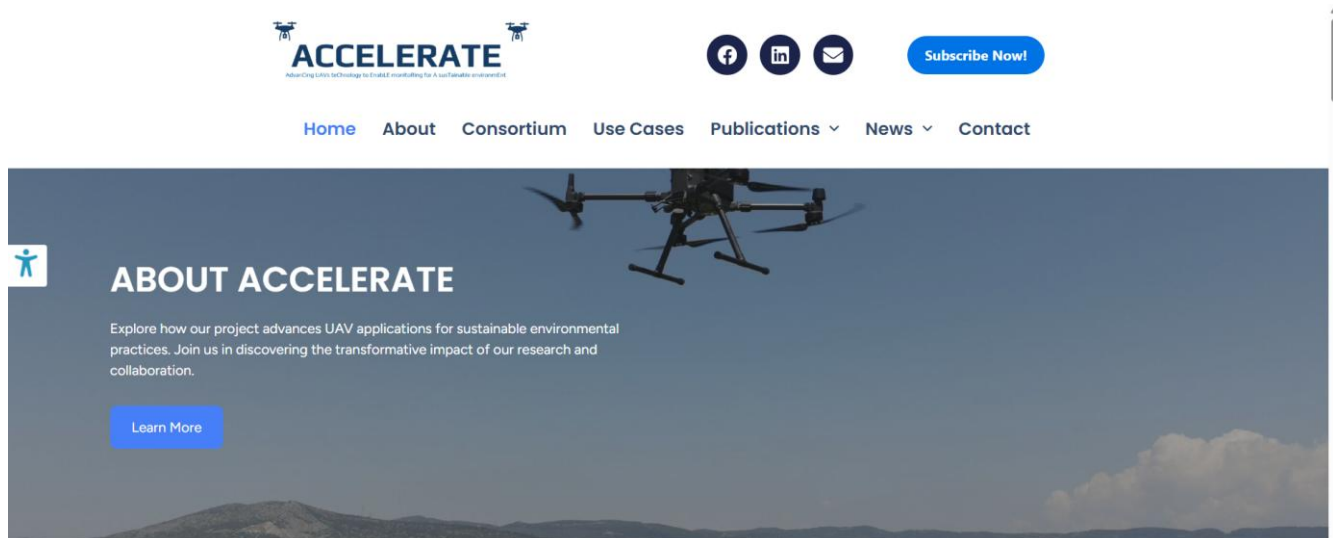


Figure 2: ACCELERATE website home page

4.2. ACCELERATE social media channels

The social media channels of the project are a very valuable means to communicate with scientific target audiences, stakeholders, and the public during the lifecycle of the project. It is envisioned that through the use of social media channels, an interactive dialogue will be established with the communities of followers, attracting visitors to the website and building synergies with similar projects and other EU-funded and global initiatives. The social media channels of the project are (figure 3 & 4) :

- Facebook page: <https://web.facebook.com/people/Accelerate-MSCA/61572219954007/>
- LinkedIn page: <https://www.linkedin.com/company/accelerate-msca-project/about/>

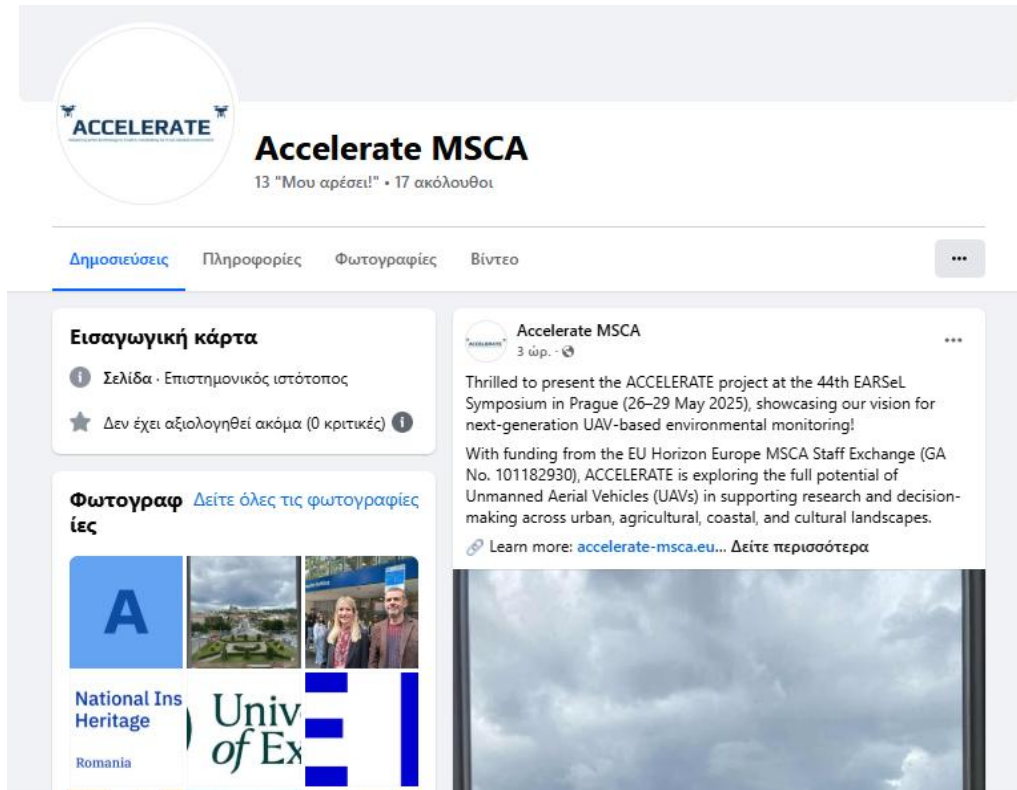


Figure 3: ACCELERATE Facebook page

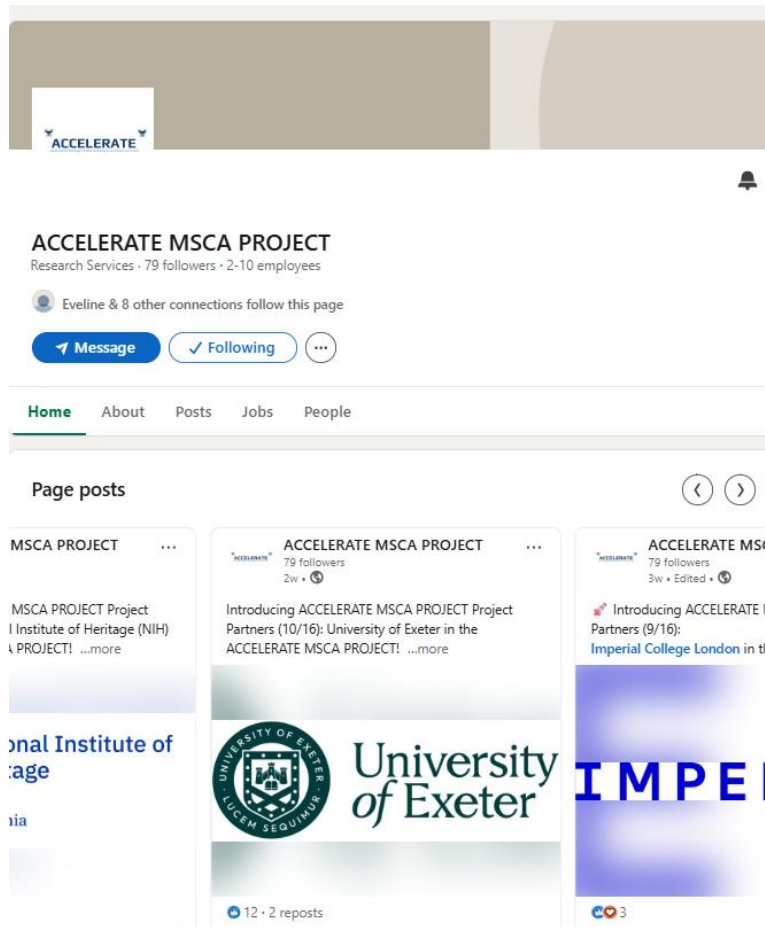


Figure 4: ACCELERATE LinkedIn page

The content will be managed by the CDM with strong collaboration and input from all partners. Given the distinct nature of each social media channel, the content will be adopted accordingly. All activity shared on Facebook will be also shared on LinkedIn. With adjustments to the content whenever necessary. Given the fact that these social media channels will target a multifaceted audience (from high impact researchers to the general public) the content will be provided in such a way that all needs are covered.

Social media content will be provided in a regular manner with the use of appropriate tags and hashtags to increase the visibility of the project and engagements with the target groups. It will mainly focus on project related news and insights on the technologies and Use Cases. Moreover, it will provide information about important events and activities that will be organized by ACCELERATE such as seminars, workshops etc. Additionally, opportunities for interactions with stakeholders through quoting, sharing and replying to posts/tweets relevant to the project's topic will be exploited.

5. Dissemination plan and materials

5.1. Dissemination materials and tools

5.1.1. Flyers

The ACCELERATE brochure will be designed within the scope of Task 7.2 under the responsibility of UB. It will include information about the positioning of the project, its goals and objectives. Additionally, it will underline the expected outcomes and benefits for the stakeholders. It will be prepared both in digital format and printed version and will be shared during ACCELERATE and third-party dissemination events.

5.1.2. E-newsletters

An electronic newsletter will be produced bi-annually disseminating the most important project achievements and events keeping the target groups informed and maintaining their interest. A dedicated functionality has been added to the website providing the opportunity to subscribe to the newsletter (Figure 5)

Subscribe to our newsletter



Figure 5: Subscription to the newsletter via the ACCELERATE website

5.1.3. Posters

Different leaflets will be prepared as one pager with condensed information adapting to different needs i.e. presenting the Use Cases of the project as standalone cases or adapting the content to the different target groups, events etc. Posters are an important means of attracting the users' attention and raising awareness of the general public about the ACCELERATE project.

5.1.4. Press releases

Press releases are an informative way of communicating advancement and important information about the

project. According to the progress of the project and whenever deemed appropriate, press releases will be prepared and uploaded to the ACCELERATE website with the collaboration of all partners.

5.2. Participation in dissemination activities

The dissemination plan builds on top of the three main target groups namely 1) the scientific community, 2) the industrial stakeholders and 3) the general public. Based on the different needs and focus of the three groups, different dissemination channels and activities will be performed.

The main categories include:

- the organization of dedicated workshops and training events with physical presence or online particularly within the scope of the exploitation and consensus building activities of the project,
- the participation in dedicated third-party conferences and workshops such as the Marie Skłodowska- Curie open research days
- synergies with other H2020 projects and initiatives
- scientific publications

5.2.1. Dissemination events and workshops organized by ACCELERATE

Within the lifecycle of the ACCELERATE project at least two main workshops will be organized in order to exploit the results of the project and facilitate market uptake of the proposed solutions. These workshops will mainly target the industrial stakeholders and pave the route to market. Industrial partners, are expected to present real-world case studies to demonstrate uptake and viability of UAV solutions.

The first workshop will take place around M14 – M15 and will focus on the exploitation strategy. Ideally it will be co-organized with a project meeting providing the partners with the opportunity to participate and finalize the exploitation strategy of the project results. Additionally, this workshop will be a great opportunity to investigate potential IPR opportunities.

The second workshop will take place around M32 and will focus on the market uptake and replication of the project's results. In this workshop the opportunity will be given to collaborate with relevant stakeholders and in a bottom-up approach monitor the industrial uptake and optimize the implementation of the exploitation strategy.

5.2.2. Participation in third-party events

Table 2: List of third-party dissemination events

Name
International Geoscience and RemoteSensing Symposium (IGARSS)
MSCA Open Research Days
European Geosciences Union (EGU) General Assembly
European Association of Remote Sensing Laboratories (EARSeL) Symposia & Workshops
European Space Agency's Living Planet Symposium

International Conference on Unmanned Aircraft Systems (ICUAS)
International Conference on Precision Agriculture (ICPA)
DroneX Trade Show & Conference
SPIE Remote Sensing
ISPRS Congress / ISPRS Geospatial Week
IEEE International Conference on Environmental Engineering
International Symposium on Remote Sensing of Environment (ISRSE)
AGU Fall Meeting
GEO Week (Group on Earth Observations)
Living Planet Symposium - organised by ESA

5.3. Synergies with other projects

With the view to increasing the visibility of the project and strengthening its outputs, ACCELERATE will seek to collaborate with other projects an indicative list of which can be seen in Table 3.

Table 3: List of synergies with other projects

Project	Description
LISTEN-EO research project	LISTEN-EO - Developing new Awareness and Innovative tools to support efficient water resources management exploiting geoinformation technologies is a two-year (2023 - 2025) project (ID 015898) funded by the Hellenic Foundation for Research and Innovation programme. https://listeneo.wixsite.com/listen-eo
SmartVitiNet	SmartVitiNet is an innovative project that aims to scale up, pilot, and bring to the market a holistic phytosanitary and plant protection system based on the use of unmanned aerial vehicles, new observational platforms, and new ready-to-use sensors. Co-Funded by the European Union under Grant Agreement number 101083737 https://www.smartvitinet.eu/
GEMS	The main objective of the GEMS service is to revolutionize the field of emission monitoring, providing a comprehensive and reliable source of data on air pollutants and greenhouse gases. https://business.esa.int/projects/gems
BioClima	Bolstered by the EU-China collaboration, aims to enhance biodiversity and climate monitoring by integrating advanced AI with ground-based and remote sensing data systems. https://bioclima.net
ICAERUS	ICAERUS (Innovations and Capacity building in Agricultural Environmental and Rural UAV Services) is a Horizon Europe-funded project (GA No. 101060643) that aims to develop and demonstrate innovative applications of drone technology in alignment with the EU Green Deal, the Common Agricultural Policy (CAP), and other key European strategies. ICAERUS adopts an application-oriented approach to investigate the multi-

	functional potential of drones in agriculture, forestry, and rural settings. It focuses on five distinct drone applications to reflect the most significant sectoral and societal drone use cases across Europe. The project aims to advance the safe, efficient, and sustainable use of drones, emphasizing both “eye-in-the-sky” (e.g., observation and monitoring) and “hand-in-the-sky” (e.g., spraying and goods delivery) functionalities. To put these objectives into practice, ICAERUS implements a series of targeted use cases across different European contexts: 1. Crop monitoring in Spain 2. Drone spraying in Greece 3. Livestock monitoring in France 4. Forestry and biodiversity monitoring in Lithuania 5. Rural logistics in Greece and North Macedonia https://icaerus.eu/
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5.4. Publications

Publications in high impact journals and conferences on the topic of the project will be mainly used for dissemination of the project outcomes to the scientific community. One important part of the project is research oriented and as such it is expected to subsistent contribute to the publication of scientific papers. i.e., in the areas of remote sensing, geographic information science, data processing, etc. An indicative list of journals and conferences is presented in Table 4.

Table 4: List of journals and conferences for publishing and presenting the ACCELERATE achievements.

Journals	Conferences
• Remote Sensing of Environment • IEEE Transactions of Remote Sensing, Environmental Modeling & Software • Journal for Nature Observation • International Journal of Applied Earth Observation and Geoinformation • IEEE Geoscience and Remote Sensing Magazine • European Space Agency Bulletin • Journal of Geophysical Research (JGR) • Drones MDPI journal • Remote Sensing MDPI journal	• Annual Conference of the Remote Sensing and Photogrammetry Society • IEEE International Geoscience and Remote Sensing Symposium (IGARSS) • International Conference on Remote Sensing and Geoinformation of Environment • ESA Living Planet Symposium • Geospatial World Forum • Phi-Week • EARSeL symposium

5.5. Project deliverables

Within the lifecycle of the project, several deliverables will be prepared and according to the EU guidelines made available to the target groups and the general public mainly via the ACCELERATE website and the communication channels. This refers to the deliverables that will be publicly available for all and published on the ACCELERATE website. The list of the public deliverables can be seen in Table 5.

Table5: ACCELERATE public deliverables

Id	Title	Type	Deadline
D1.1	Data Management Plan	DMP- Data Management Plan	M6
D4.2	Public data repository containing any data produced by Task 4.2	DATA	M44
D.6.1	Dissemination and Exploitation Plan	R-Report	M6
D6.2	Project website	DEC -Websites, patent filings, videos, etc.	M6
D6.4	ACCELERATE Handbook	DEC -Websites, patent filings, videos, etc.	M48

6. Visual identity of the project

6.1. Project logo

The ACCELERATE logo (Figure 6) will be displayed on any communication and dissemination material creating the mental link between the presented information and the project.



Figure 6: The ACCELERATE logo

6.2. Presentation templates and guidelines

In order to ensure consistency among all presentations of the project, a .ppt template was developed and shared with all consortium members including all important formatting (fonts, size, color etc.) and visual elements (partners' logos, project logo etc.) (Figure 7). The template has been made available via the EO- PERSIST repository and will be used in any relevant presentation or training activities.

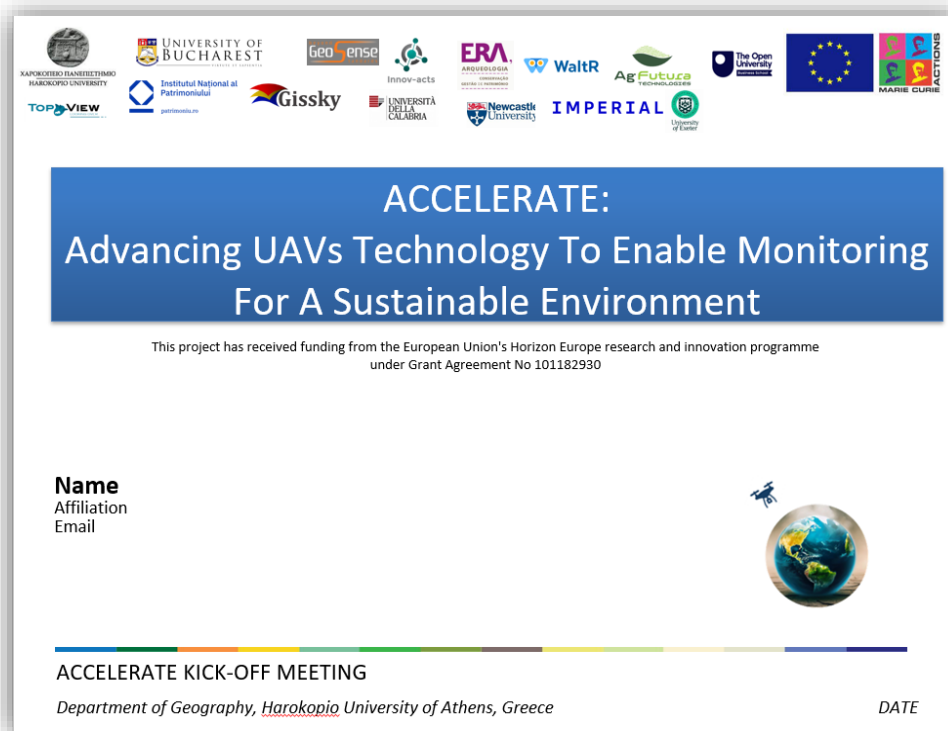


Figure 7: ACCELERATE presentation template

7. Communication and dissemination impact

The overall impact of the dissemination and communication activities is to ensure the visibility, knowledge transfer, and successful exploitation of ACCELERATE project outcomes, contributing to research advancements, socio-economic benefits, and the long-term sustainability of permafrost studies in Arctic environments.

The impact of the communication and dissemination actions will be evaluated throughout the lifecycle of the project based on certain KPIs (Table 6). Depending on the implementation of the project, if necessary, the communication and dissemination strategy will be adjusted in order to optimize its KPIs.

Table 6: ACCELERATE KPIs for measuring the communication and dissemination impact

Planned Means	KPI Indicators
Website	100> access per year
Press releases	2-3
Social media	≥ 100 followers
Researcher days	≥2, 500 attendees (each)
Workshops (in person or webinars form)	≥2, 50 attendees (each)
Short- or longer-term course/seminars	≥2, ~30 attendees (each)
Public talks	≥2, ~30 attendees (each)
Publications to scientific journals and/or book chapters	≥6
Presentations to international conferences	≥5, ~500 attendees (each)

Where possible, communication KPIs will be disaggregated per dissemination channel (e.g., website traffic, social media engagement, stakeholder participation) and per partner contribution, to better capture the distributed

impact.

8. Visibility of the EU funding

The ACCELERATE project is funded by the European Union under the Marie Curie Action MSCA Staff Exchanges, as part of the Horizon Europe framework. All partners will comply with the visibility guidelines and rules set forth by the European Commission acknowledging EU funding.

Particularly, all project communication materials either digital or printable such as the project website, the social media, newsletters, leaflets, publications, presentations etc. will acknowledge the financial support received from the European Union under the Marie Curie Action MSCA Staff Exchanges program mentioning ***"This project has received funding from the European Union's Horizon Europe research and innovation program under Grant Agreement No 101182930"***.

Additionally, the EU emblem, as well as the Marie Curie logo will be included in all communication & dissemination materials. According to the guidelines, the minimum height of the EU emblem shall be 1 cm and the name of the European Union shall be spelled out in full. Among the fonts that can be used are Arial, Calibri, Garamond, Trebuchet, Tahoma or Verdana with no font effects. The font size should be proportionate to the size of the emblem.

The project consortium will ensure proper documentation and reporting of all dissemination and communication activities, as required by the European Commission. By adhering to these visibility guidelines and rules, the ACCELERATE project aims to ensure the appropriate recognition of EU funding and contribute to the dissemination of the project's outcomes, thereby maximizing the impact and value of the European Union's investment in research and innovation.

9. Conclusions

The deliverable, "D6.1 Dissemination Plan 1," has outlined the communication and dissemination strategies for the ACCELERATE project. The main goal of the document is to pave the way for effectively disseminating project information, research findings, and innovations to various target audiences, while complying with the visibility guidelines and rules set forth by the European Union (EU). The communication strategy focuses on raising awareness, engaging stakeholders, and promoting the objectives and outcomes of the ACCELERATE project. It emphasizes effective communication, knowledge exchange, and fostering collaboration among the scientific community, industrial players, policymakers, and the general public. By implementing and utilizing various communication channels and tools such as the project website, the social media channels etc., the project aims to enhance visibility, understanding and connection with the different stakeholder groups.

The dissemination strategy aims to ensure the broad dissemination and uptake of project results and outputs. It involves the distribution and sharing of project-related information, research findings, and methodologies with targeted audiences. The strategy focuses on creating awareness, promoting innovation, and facilitating the utilization of project outcomes by relevant stakeholders. Through the development of dissemination materials such as posters, flyers, e-newsletters and the organization of workshops/seminars as well as the participation in third party events, it is envisioned to maximize the impact and value the project outcomes.