



## ITEA Project 22014 -Natural Disaster and Risk Assessment Platform

### D5.3. Dissemination Strategy

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## Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>6</b>
1.1	<i>Objectives of Dissemination and Communication .....</i>	<i>6</i>
<b>2</b>	<b>Dissemination Strategy .....</b>	<b>7</b>
<b>3</b>	<b>Communication and Dissemination Plan .....</b>	<b>9</b>
<b>4</b>	<b>Key Performance Indicators .....</b>	<b>11</b>
<b>5</b>	<b>Specific event participation planned .....</b>	<b>11</b>



## LIST OF TABLES

Table 1. Stakeholders Groups .....	8
Table 2. Communication channels .....	9
Table 3. Dissemination Activities planned .....	9
Table 4. Timeline of dissemination activities .....	10
Table 5. Dissemination Roles and responsibilities .....	10
Table 6. Dissemination and Communication KPIs .....	11
Table 7. Event participation planned for 2026 .....	11

## LIST OF FIGURES

No table of figures entries found.

# 1 Introduction

This deliverable presents the Dissemination Strategy and Communication Plan of NADIR project, defining a comprehensive framework to ensure that project activities, results, and impacts are effectively communicated to relevant stakeholders. The document combines a strategic perspective, outlining the project's dissemination objectives, target audiences, and key messages, with an operational perspective that specifies the tools, channels, and activities to be implemented throughout the project lifecycle.

The overarching aim of this deliverable is to maximize the visibility, uptake, and long-term impact of the project's results by ensuring that they reach the appropriate audiences in a timely and effective manner. Particular attention is given to engaging industrial stakeholders, fostering collaboration within the innovation ecosystem, and supporting the exploitation of project outcomes.

## 1.1 Objectives of Dissemination and Communication

The dissemination and communication activities of the project are designed to support its overall objectives and expected impacts. In this context, dissemination aims to ensure that the knowledge, technologies, and results generated are made accessible to relevant stakeholders, while communication focuses on raising awareness and promoting the project and its achievements.

The project seeks to establish a strong presence within its domain by increasing visibility among industrial actors, research communities, and policy stakeholders. At the same time, it aims to facilitate the uptake and adoption of its results by ensuring that stakeholders clearly understand their value, applicability, and potential benefits. Dissemination activities are also intended to contribute to knowledge exchange, enabling collaboration and fostering innovation beyond the project consortium.

Furthermore, the project recognizes the importance of contributing to broader societal and policy discussions where relevant, ensuring that its results can inform decision-making processes and support the development of future initiatives. All dissemination and communication objectives are aligned with the project's exploitation strategy and are designed to reinforce its long-term impact.

## 2 Dissemination Strategy

Dissemination and communication activities are carried out continuously throughout the entire duration of the project, taking multiple forms to ensure broad outreach and sustained engagement. These activities include scientific and industry-oriented publications, participation in conferences and relevant events, as well as the organization of dedicated workshops and awareness initiatives. Through this diversified approach, the project ensures that its results are communicated effectively across different communities and stakeholder groups.

A comprehensive set of dissemination and communication actions is identified and implemented with the objective of promoting the widest possible dissemination of knowledge generated by the project, while also fostering active engagement from the target audiences. Opportunities for dissemination will be systematically monitored and assessed, enabling the consortium to present project results in relevant forums and maximize visibility. All communication and dissemination activities will be conducted in alignment with applicable national and institutional requirements, including the Information and Publicity Requirements for Beneficiaries established by the relevant funding authorities.

Stakeholders are understood as individuals or entities that have a vested interest in the project's outcomes, and their active involvement is considered crucial for ensuring both the success and long-term impact of the project. For this reason, particular attention will be given to the identification and characterization of key stakeholder groups, including an analysis of their roles, interests, and potential contributions. This understanding provides the basis for developing targeted communication strategies that foster collaboration, address stakeholder-specific needs, and maximize the effectiveness of dissemination efforts.

Recognizing the diversity of stakeholder perspectives is essential for ensuring that communication activities are appropriately tailored. Different groups may have varying expectations, levels of technical expertise, and interests in the project results. By accounting for these differences, the project ensures that its messaging is both relevant and impactful. Furthermore, this approach supports the establishment of strong partnerships, enhances the project's visibility, and contributes to the successful uptake of its outcomes.

The dissemination strategy is structured around a set of complementary directions that together ensure both visibility and impact. It places a strong emphasis on raising awareness and facilitating the exchange of information, ensuring that key project facts, outputs, and findings are effectively communicated. At the same time, it supports the transfer of project results to key stakeholders, encouraging their active involvement and fostering practical uptake. In addition, the strategy aims to expand its reach by increasing the number of entities that can benefit from the project outputs, thereby amplifying its overall impact.

Operationally, the strategy evolves through the establishment of synergies with relevant stakeholders and communities, followed by the positioning of the project at the intersection of technological and application domains. This enables effective knowledge exchange and strengthens the project's role within the broader innovation ecosystem. The use of appropriate and targeted communication channels further ensures that dissemination efforts reach the intended audiences in an efficient and impactful manner.

Table 1 provides an overview of the main stakeholder groups addressed by the project, outlining their expected benefits, the objectives of engagement, and the type of feedback anticipated from each group.

Table 1. Stakeholders Groups

<b>Stakeholder Group</b>	<b>Role and Interest</b>	<b>Expected Benefits</b>	<b>Engagement Objectives</b>	<b>Expected Feedback</b>
<b>Public Authorities and Policy Makers</b>	Responsible for governance, regulation, and decision-making processes	Improved decision support, evidence-based policy development	Inform policy, support adoption, align with regulatory needs	Policy requirements, validation of relevance
<b>Industry and SMEs</b>	Developers and adopters of technological solutions	Access to innovation, business opportunities, competitive advantage	Promote uptake, foster collaboration, enable commercialization	Market needs, usability, business potential
<b>Research and Academic Community</b>	Knowledge generation and scientific advancement	Access to data, methodologies, and collaboration opportunities	Disseminate scientific results, foster research collaboration	Scientific validation, methodological feedback
<b>Technology Providers</b>	Integration and deployment of solutions	New integration opportunities, product enhancement	Support technical adoption, enable interoperability	Technical requirements, system compatibility
<b>End-users and Operational Stakeholders</b>	Direct users of project outcomes in real-world scenarios	Improved tools, efficiency, and operational capabilities	Ensure usability, validate solutions, support adoption	Practical feedback, usability insights
<b>General Public and Wider Community</b>	Indirect beneficiaries and awareness targets	Increased awareness and understanding of project impact	Raise awareness, promote societal relevance	Perception, acceptance, societal impact

By systematically addressing the needs and expectations of these diverse stakeholder groups, the project aims to build strong and lasting partnerships, enhance its visibility across different communities, and ultimately ensure the successful dissemination and uptake of its results.

### 3 Communication and Dissemination Plan

The communication and dissemination plan translates the strategic framework into concrete actions implemented throughout the project lifecycle. It ensures that dissemination activities are structured, coordinated, and aligned with project milestones.

A variety of channels and tools will be used to reach stakeholders effectively, combining digital platforms with targeted engagement mechanisms. Table 2 summarize the main communication channels that will be used through the project.

*Table 2. Communication channels*

Channel/Tool	Purpose	Target Audience
<b>Project website</b>	Central information hub	All stakeholders
<b>Social media</b>	Continuous engagement and visibility	Industry, general public
<b>Scientific publications</b>	Knowledge dissemination	Research community
<b>Industry events</b>	Business engagement	Industrial actors
<b>Workshops and webinars</b>	Stakeholder interaction	Mixed audiences
<b>Demonstrations and pilots</b>	Validation and uptake	End-users, industry

Dissemination activities are planned across the project duration and structured to ensure a progressive increase in impact. These activities are summarized in the **Error! Reference source not found.**

Early phase – Month1 to12 of the Project (April 2025 to March 2026)

Mid phase – Month 13 to 24 of the Project (April 2026 to March 2027)

Final phase – Month 25 to 36 of the Project(April 2027 to March 2028)

*Table 3. Dissemination Activities planned*

Activity	Target Audience	Channel	Timing	Responsible Partner
<b>Website launch</b>	All stakeholders	Online	Early phase	Dissemination leader
<b>Conference participation</b>	Research community	Events	Ongoing	Research partners
<b>Industry demonstrations</b>	Industrial actors	Trade fairs	Mid phase	Industrial partners
<b>Stakeholder workshops</b>	Public authorities, end-users	Workshops	Mid phase	Consortium
<b>Final event</b>	All stakeholders	Conference	Final phase	Coordinator

The timeline of dissemination activities will follow a phased approach, detailed in Table 4.

*Table 4. Timeline of dissemination activities*

<b>Phase</b>	<b>Period</b>	<b>Focus</b>
<b>Early phase</b>	Early project	Awareness and positioning
<b>Mid phase</b>	Mid project	Engagement and validation
<b>Final phase</b>	End of project	Results dissemination and uptake

The roles and responsibilities are clearly defined to ensure effective implementation. Table 5 details these roles and responsibilities.

*Table 5. Dissemination Roles and responsibilities*

<b>Role</b>	<b>Responsibility</b>
<b>Dissemination Leader</b>	Coordination and monitoring
<b>Industrial partners</b>	Business-oriented dissemination
<b>Research partners</b>	Scientific dissemination
<b>All partners</b>	Contribution to activities

## 4 Key Performance Indicators

The project defines Key Performance Indicators to measure the effectiveness of dissemination and communication activities. These indicators provide a basis for monitoring progress and assessing impact. Table 6 summarizes the KPIs for Communication and Dissemination activities.

*Table 6. Dissemination and Communication KPIs*

KPI	Description	Target
Events participation	Number of events attended or organized	10
Publications	Scientific and technical outputs	5
Website traffic	Number of visits and engagement for the project duration	1000
Demonstrations	Number of pilots and showcases	3
Stakeholder engagement	Interactions and collaborations	5

These indicators will be regularly monitored to ensure alignment with dissemination objectives.

## 5 Specific event participation planned

The NADIR consortium is actively planning its participation in a range of relevant national and international events, conferences, and industry forums to support the dissemination and visibility of project results. These activities aim to engage key stakeholders across academia, industry, and the public sector, while promoting the adoption of NADIR's Earth Observation (EO)-based analytics and services.

Project partners have identified several target events aligned with their respective domains and geographical presence, including scientific conferences, innovation forums, and sector-specific exhibitions. Participation will include presentations, demonstrations, workshops, and networking activities to showcase project outcomes and gather feedback from end users and stakeholders.

Below is the selection of **events for 2026** and is guided by their relevance to the project's core themes, including EO analytics, climate risk, natural disaster management, and digital innovation. Through coordinated participation, the consortium aims to maximize outreach, foster collaborations, and support the commercialization and long-term impact of the NADIR platform.

*Table 7. Event participation planned for 2026*

Event name	Participant	When	Where	Focus
PoliFEST	BEIA	Mar 26–28, 2026	Bucharest	Engineering & industry
Poli SpaceFEST	BEIA	May 8–10, 2026	Bucharest	Space / EO

Event name	Participant	When	Where	Focus
Bucharest Science Festival	BEIA	Sept 23–27, 2026	Bucharest	Public science
Digital Innovation Summit (DISB)	BEIA	Mar 10–12, 2026	Bucharest	Digital / AI
Euro Politehnicus	BEIA	Nov 20–22, 2026	Bucharest	Academia & research
ESA Φ-lab	EDA	June 23-25, 2026	ESA-ESRIN (Frascati, Italy)	AI + EO innovation
ESA EO Commercialisation Forum	EDA	May 12-14, 2026	Seville, Spain	EO business & commercialization
EGU26	EDA, Naraspace	May 3-8, 2026	Vienna, Austria & Online	Geoscience & research
Data 2026	ISEP	July 16-18, 2026	Porto, Portugal	Data Science and Applications
Wi-IAT 2026	ISEP	December 3-6, 2026	Queensland, Australia & Online	Artificial Intelligence in the Connected World