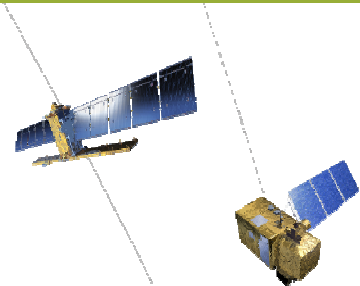




EOMonDis

Earth Observation Services
for Monitoring Dynamic
Forest Disturbances



Dissemination Plan Version 1

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Executive Summary

The present report has the overall objective to introduce the marketing/communication strategy and dissemination plan for the H2020 EOMonDis Project that will guide all promotion and dissemination activities during the project lifespan. Furthermore, the marketing strategy supports the future business development that is envisaged beyond the project lifetime.

The overall goals and objectives of all communication measures within EOMonDis were defined at the beginning of the report and later specified for the specific target audience according to the respective background which impacts the language to be used and the message to mediate. The main target audience identified in the Requirements Baseline Report (D2.1) is composed of three groups; the potential financiers, the end-users of Earth Observation (EO) products and the scientific community. In the African countries (Cameroon, Malawi, and Gabon) selected for the EOMonDis Project the public sector agencies that are responsible for climate change and forest management are considered to be a main end user, whereas the NGO-TFT is the end user for the work that will be done in Peru. For the purpose to support the business development beyond the lifetime of the project the marketing activities have to address the potential financiers that are comprised of the private sector implementing a Zero Deforestation (ZD) commitment and donors to funds supporting the Phase three or results-based payments of REDD+.

The communication measures selected to target the different audiences are then presented. They include interpersonal, two-way communication in form of meeting, conferences and workshops with each of the targeted audience as described further in both the marketing and dissemination plan. Furthermore, other one-way communication measures that are envisaged are comprised of scientific publications, the creation of a project website, the use of social media, the development of promotional material and of a corporate design. The website will inform about the main concept of the project, whereas Twitter will be used to communicate very short up to date information that link to the news published on the website. In addition, the website will host the promotional material for public access and offer the possibility to get in contact with the project consortium.

Finally, to assess the achievements of the marketing and communication efforts the evaluation of user feedback is seen as a major requirement. Several attempts like tracking website visits, user questionnaires, number of Twitter followers and evaluating the demand for promotional material are undertaken. The report closes with an overview of the chronological distribution of the different planned marketing and communication measures for the first half of the project.