

# opertus mundi

## Period 2 Communication Report

Deliverable D6.3



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Innovation Action  
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## Abstract

This deliverable presents an overview of the communication, dissemination and exploitation actions and their impact performed during the second reporting period of the project. All actions have been guided (planning, timing, audience, etc.) according to Deliverable D6.1 'Strategic Planning', while also taking into advantage opportunities to gain coverage, and synergies with other projects and activities. The report includes indicators regarding the implementation and success of our actions.

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# Executive Summary

This deliverable presents an overview of the communication, dissemination and exploitation actions and their impact performed during the second reporting period of the project. All actions have been guided (planning, timing, audience, etc.) according to Deliverable D6.1 'Strategic Planning', and D6.2 'Period 1 Communication Report' while also taking into advantage exceptional opportunities to gain coverage, and synergies with other projects and activities. The report includes indicators regarding the implementation and success of our actions.

During this second period, our actions mainly focused on promoting the availability of the beta Topio marketplace, creating further interest in the beta version of the marketplace and its benefits, tapping into the geospatial value chain, and inviting early adopters and beta users. In a nutshell, our activities during this period are as follows:

- Prepared the beta phase and its commercial-grade branding, design (e.g., iconography, illustrations, UI/UX), and target group oriented texts and messages for copywriting the marketplace, under the name 'beta.topio.market'.
- Updated and republished Topio's landing page under topio.market and beta.topio.market (continuously + M32), announcing the planned availability of the open beta phase of the marketplace and inviting potential future clients, with a focus on data suppliers to improve topio.market and bring data to the marketplace.
- Designed and produced a new open beta phase video embedded in our communication strategy to announce the open beta phase of the marketplace and briefly present its scope and vision, key features and its benefits to data suppliers and custom illustrations focused on different aspects of the marketplace, the services, benefits, and the open beta phase offer, applied in our communication strategy.
- Produced new Topio banners to share the marketplace key features for data suppliers in an entertaining and vivid manner.
- Redesigned and updated the Topio marketplace visual design, the value-added services and USPs by redoing the texts and making it more user-friendly to reach out to a wider audience.
- Prepared flyers of the Topio open beta phase to exploit the marketplace and disseminate its potential to future clients, including geospatial data suppliers and early adopters.
- Disseminated the 'pitch' for Topio, by presenting its vision, planning, business model, and services for data suppliers, users, and consumers. The presentation targeted early adopters, stakeholders of the geospatial data value chain, as well as potential investors.
- Organised **92** meetings with (a) geospatial data suppliers, providers, and owners, and (b) large user groups/communities of geospatial data users/clients. The scope of the meetings was to explore insights and requirements for the marketplace, provide guided walkthrough of the open beta, request and obtain user feedback (i.e., pricing models, business models), and expand our user base.

- Participated in **19** events presenting OpertusMundi and Topio, its potential impact, our commercial planning, and exploitable results. We have focused on raising interest from geospatial data suppliers/owners and users, recruiting early adopters to receive feedback regarding the offerings, features, and the business model of the marketplace.
- Published and presented our work in **7** scientific conferences/workshops, maintaining the nature and focus of the project as an Innovation Action (IA) with selected publications in highly prestigious venues focused on data science and data/knowledge management (e.g., ICDE, VLDB), disseminating our achievements, inviting a critical evaluation of our output, and generating interest for Topio.
- Maintained an active presence in the Web and social media (LinkedIn) by communicating our progress, milestones, commercial plans and achievements towards delivering Topio to potential customers.
- Communicated the project and its output to ~1,5K scientists and ~11K industrial stakeholders.

# Abbreviations and Acronyms

EO	Earth Observation
GIS	Geospatial Information System
MVP	Minimum Viable Product
NDA	Non-Disclosure Agreement
POI	Point of Interest
VAS	Value-Added Service
USP	Unique Selling Point

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# 1. Media activities

In this section, we provide information on the communication campaigns we performed in this period, the marketing material produced for the beta of the Topio market, updates in the project’s managed websites, as well as social media activities.

## 1.1. Campaigns

Six (6) promotion campaigns summarized in the following table have been implemented in this period, in full alignment with the project’s planned and actual output.

Date	Type	Description	Audience
July-December 2021	Promotion Campaign	<b>Topio promotion for and with geospatial data owners and consumers</b> Channels: Phone calls, one-to-one meetings, online gatherings, LinkedIn, Partner Newsletters, Partner Mailings, Blog Posts on the OpertusMundi Website Multipliers: Project accounts, Partner accounts, Project partners Further: directly contacted multipliers as well as data consumers, suppliers, and users	Geospatial data value chain stakeholders (data owners, consumers)
January - April 2022	Promotion Campaign	<b>Promotion of the Topio Marketplace with video tutorials and flyers</b> Goal: Raise awareness online and at major live events Channels: one to one meetings, newsletters, LinkedIn, Blog Posts on the OpertusMundi Website Multipliers: Project accounts, Partner accounts, Project partners, BDVA newsletter and social media	Geospatial data value chain stakeholders (data owners, consumers)
March – August 2022	Promotion Campaign	<b>Interview Campaign with major players in the market</b> Goal: Showcase the real-world application of the industrial data platform in the context of our pilot with stakeholders representing the major target groups discussing the capabilities, benefits, expectations, and impact. Channels: one to one meetings, newsletters, LinkedIn, Blog Posts on the OpertusMundi Website Multipliers: Project accounts, Partner accounts, Project partners, BDVA newsletter and social media	Geospatial data value chain stakeholders (data owners, consumers)
May-August 2022	Promotion Campaign	<b>Announcement of open beta phase release “coming soon” with new video, flyers, testimonials, and banners</b>	Geospatial data value chain stakeholders

		<p><b>Goal: Prepare the marker and present in detail the pathways for participation</b></p> <p>Channels: LinkedIn, newsletter, bilateral meetings, Blog Posts on the OpertusMundi Website</p> <p>Multipliers: Project accounts, Partner accounts, Project partners, BDVA newsletter and social media accounts</p>	(data owners, consumers)
September 2022	Promotion Campaign	<p><b>Public announcement of Topio open beta phase</b></p> <p>Channels: Newsletter, targeted mailing, LinkedIn Blog posts from OpertusMundi and beta.topio.market websites</p> <p>Multipliers: Project accounts, Partner accounts, Project partners, BDVA newsletter and social media accounts</p>	Geospatial data value chain stakeholders (data owners, consumers)
October - December 2022	Promotion Campaign	<p><b>Targeted advertisement campaign on benefits &amp; USPs</b></p> <p>Focus: Commercial exploitation and business uptake of the platform with concrete examples on the benefits</p> <p>Channels: Newsletter, targeted mailing, LinkedIn Blog posts from OpertusMundi and beta.topio.market websites</p> <p>Multipliers: Project accounts, Partner accounts, Project partners, BDVA newsletter and social media accounts</p>	Geospatial data value chain stakeholders (data owners, consumers)

## 1.2. Marketing material

In the following, we provide an overview of all marketing material prepared in this period.

### 1.2.1. Visual Identity

#### 1.2.1.1. Topio Flyer

The flyer has been designed to cover the dissemination needs of the Topio market and its beta release; it is also available for download from our website. The flyer is of high artistic quality, aiming to present in very simple terms the project's goals and outcome (see D6.1 for details).

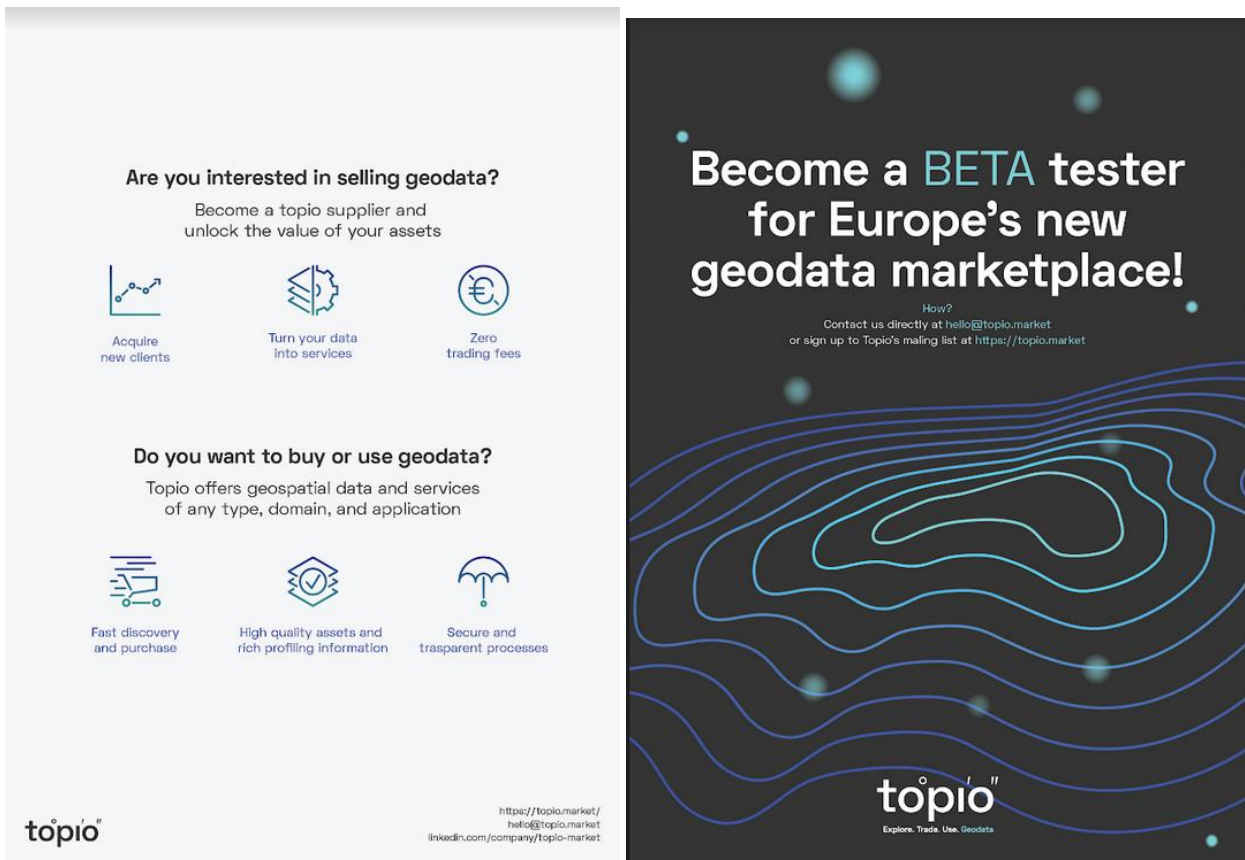


Figure 1: Topio Flyer

#### 1.2.1.2. Illustrations

Several visually attractive illustrations (static and dynamic) focusing on different aspects of the marketplace and our work have been developed and applied in the context of our communication actions. This includes new illustrations with the complete overhaul of the VAS page, Topio's main page (About), FAQs, Assets page, and contact information. Target group-oriented and customized

messages have been developed with clear and easy to understand description on the services, clear benefits, and outline on the usage.

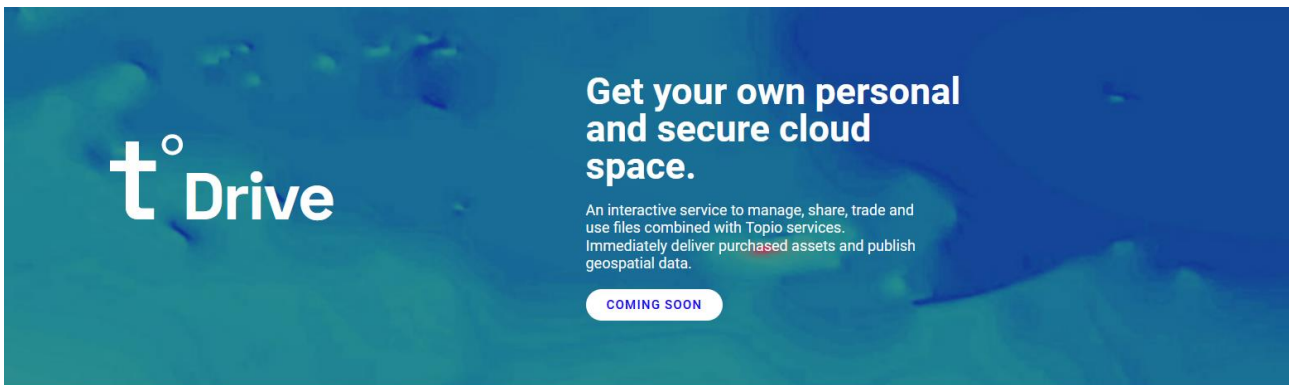


Figure 2: VAS Header

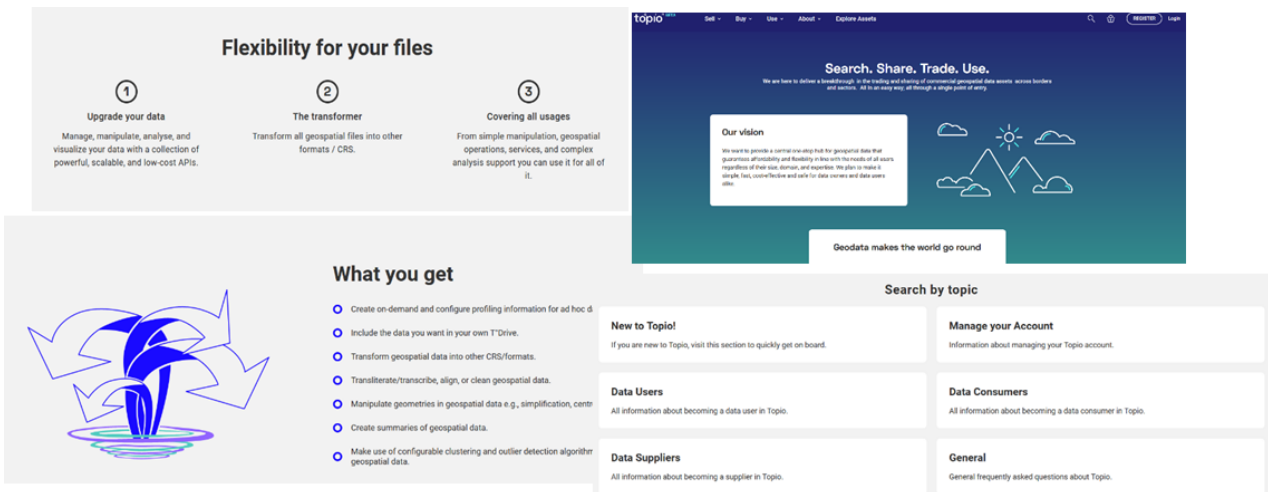


Figure 3: Exemplary VAS subpage

### 1.2.1.3. Topio Banner

In order to gain traction for Topio’s beta phase campaign, we have developed several banners based on users’ experiences and reflecting the real life to draw geospatial data suppliers’ attention. The banners’ design is in line with the OpertusMundi and Topio’s colors, visuals, and principles, but with a more targeted approach and specific purpose for the Topio marketplace to be used on social media to gain broad attention. These have been heavily used throughout the beta phase communication campaign.

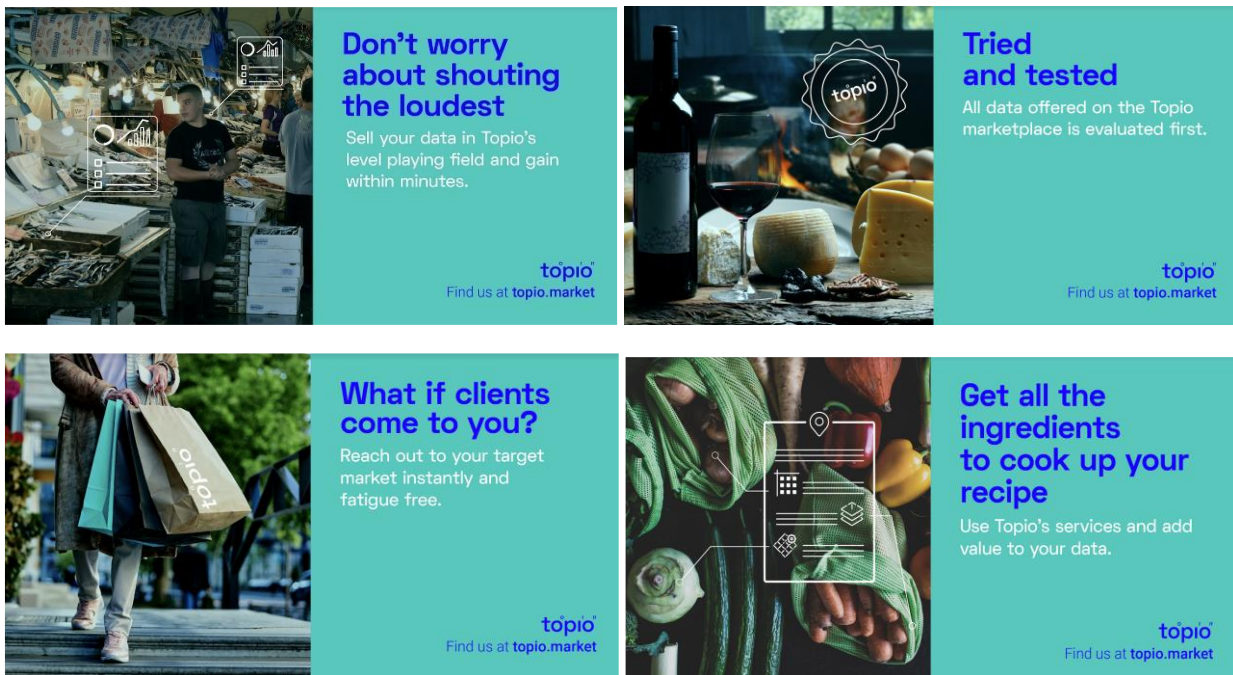


Figure 4: Selection of Topio Banners

## 1.2.2. Pitch Presentations

### 1.2.2.1. Topio Market

We prepared and continuously updated a 'pitch' presentation for the actual Topio marketplace, presenting its vision, planning, business model, and services tiers for prospective asset suppliers and consumers. The presentation targets early adopters, stakeholders of the geospatial value chain, as well as potential investors.

A non-confidential version of the presentation is available at our website:

- <https://www.opertusmundi.eu/results/presentations/>





Figure 5: Indicative presentation slides

## 1.2.3. Videos/Animations

### 1.2.3.1. Topio – Open Beta Teaser

A teaser video has been produced to promote Topio’s open beta phase and applied in our comms actions. This short video (1.42min) conveys the scope of the marketplace and the services it provides to end users by focusing on its core business flows (i.e., buy and sell data) and the newest and most user-friendly features. The video aims both to inform general audiences, as well as to attract the interest of geospatial value chain stakeholders. The video applies catchy illustrations, voice-over, and targeted messaging to outline the challenges Topio addresses, its innovation, key features, and services, its USPs as well as an advanced glimpse of its functionalities.

The video is available on the website, social media, and YouTube:

- <https://www.youtube.com/watch?v=2K91e8QQ37Q>
- <https://www.opertusmundi.eu/beta-testers-wanted-become-a-topio-data-supplier-today/>
- <https://www.linkedin.com/feed/update/urn:li:activity:6976176774074241024>

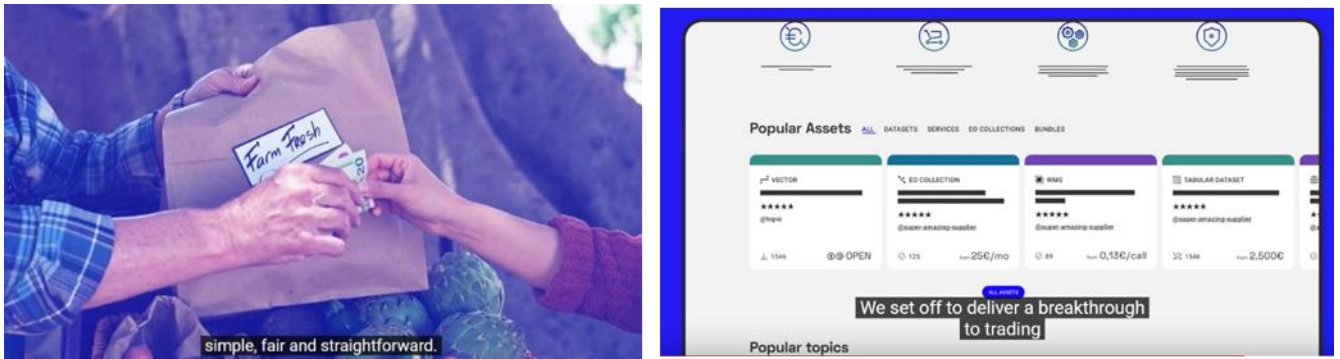


Figure 6: Topio teaser video impressions

### 1.2.3.2. Tutorial videos

As part of the training material tasks and with the aim of marking the onboarding process simpler and self-sustained, we developed several tutorial videos to guide early adopters and potential clients throughout the marketplace. These tutorials are available under the FAQ section for the marketplace and in YouTube.

- <https://beta.topio.market/faq/i-am-new-to-topio>
- <https://www.youtube.com/watch?v=e2Jjdehy-Cs>
- <https://www.youtube.com/watch?v=oOKfR95WuiU>
- <https://www.youtube.com/watch?v=vcJDqnCERMw>
- <https://www.youtube.com/watch?v=LTA8tkGGx1s>

### 1.2.4. Testimonials

Before the official launch of the Topio open beta, we conducted a series of interviews with experienced practitioners, industrial experts, and policy-makers in geospatial data to share their expectations, impact and potential about Topio.

The aim of demonstrating the expertise offered by the Topio partners and high-level experts and practitioners was to disseminate the Topio marketplace as a mean to inform platforms, data suppliers and businesses alike on how they will benefit by joining the marketplace to become important drivers of geospatial data exchange: from data buyers to data vendors and users.

The outcome of these interviews took the shape of articles, blog posts with quotes and key statements that were shared via Topio's and partners' social media channels, newsletters, and websites ahead of our open beta.



Figure 7: Interview snippets for communication actions

## 1.2.5. Websites

### 1.2.5.1. OpertusMundi – Website

The project’s website (<https://www.opertusmundi.eu/>) has been available since M1. The website is used as a gateway to resources for the public, commercial and innovation communities, the Consortium, and the platform itself. It provides a high-level overview regarding the overall concept, objectives, and goals of OpertusMundi. Detailed and more technical information is provided in specific sections. It is used as a communication instrument through disseminating the project’s progress, achievements, and events in the form of blog posts. These have been regularly published to keep data consumers and producers up to date on the current developments of the Topio marketplace.



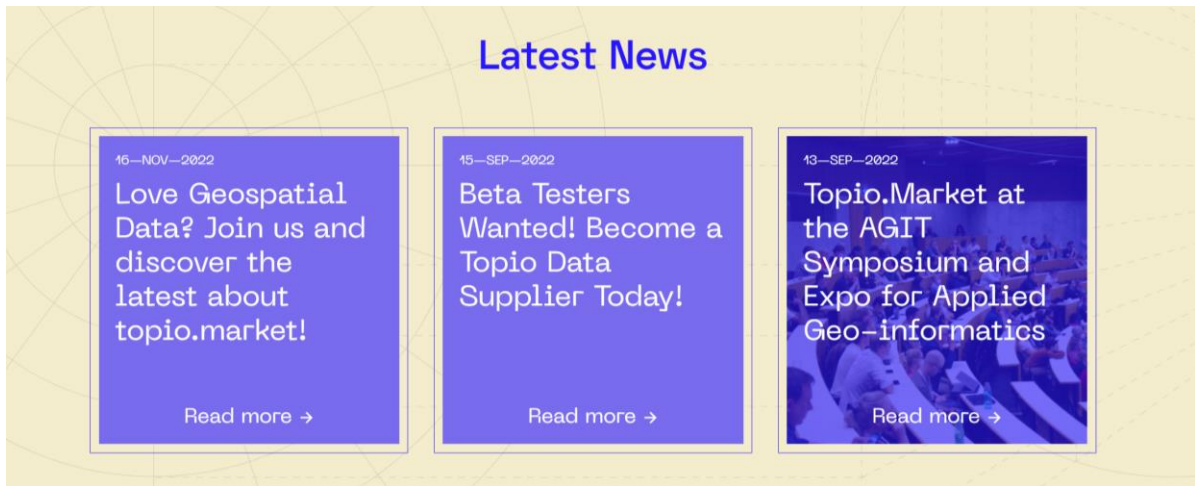


Figure 8: Recent posts in the project's website

### 1.2.5.2. Topio website

The Topio marketplace (beta.topio.market) has experienced a complete overhaul since late 2021. The aim of this was to improve user experience, ensure coherence of our visual identity, engage and onboard early adopters. Among other UI/UX improvements related to the operation and core features of the market, our goal was to establish it as the gateway to resources for our target groups (i.e., data suppliers, users, investors) following the end of the OpertusMundi project and the start of the Topio's commercial operation. In addition:

- A new blog and news page has been added to provide clear communication to our audience regarding Topio's progress, developments, achievements, and events as blog posts and news. These have been regularly published as well via the OpertusMundi website to keep consumers and suppliers abreast of latest developments of the Topio marketplace and encourage them to register as data suppliers.

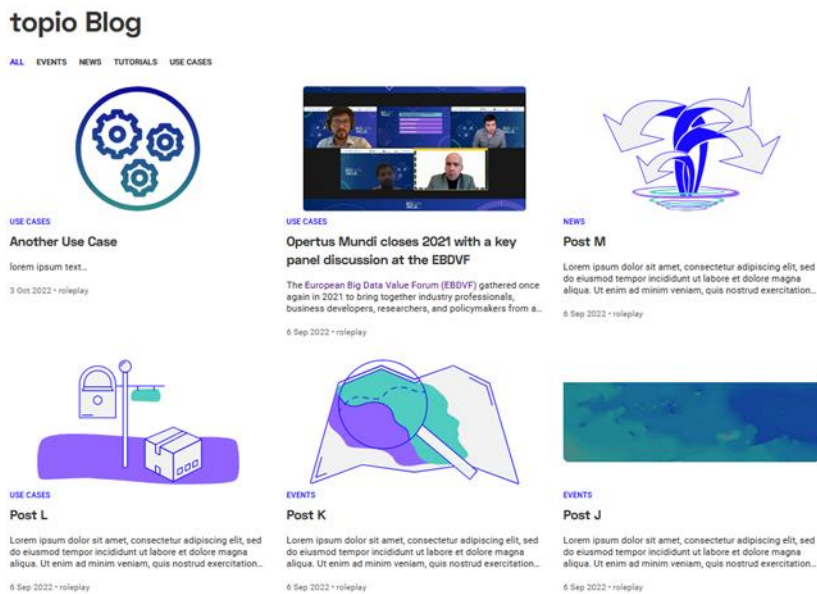


Figure 9: Topio Blog

- A new subpage on Frequently Asked Questions (FAQs) was created to help data suppliers, users and buyers and guide them through their first experiences in the marketplace. Further, we added the tutorial videos in some of the answers of the FAQs. These were further shared in our promotional campaigns together with the onboarding and helpdesk emails for future customers.

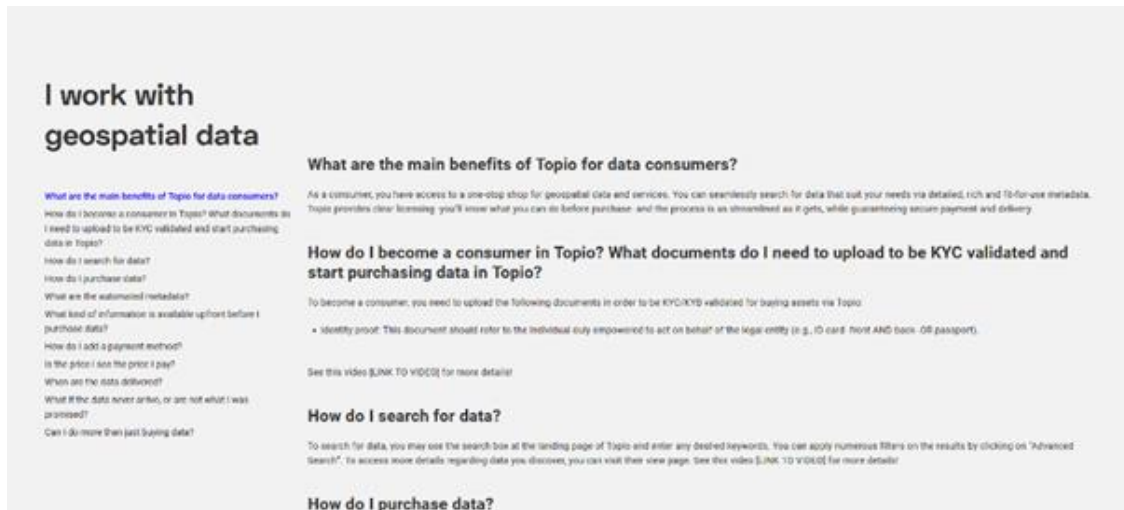


Figure 10: Topio FAQ

Finally, Topio’s landing page has been updated twice; before and right after the start of our open beta to engage early adopters, gain more interested clients and assist us in the recruiting process.

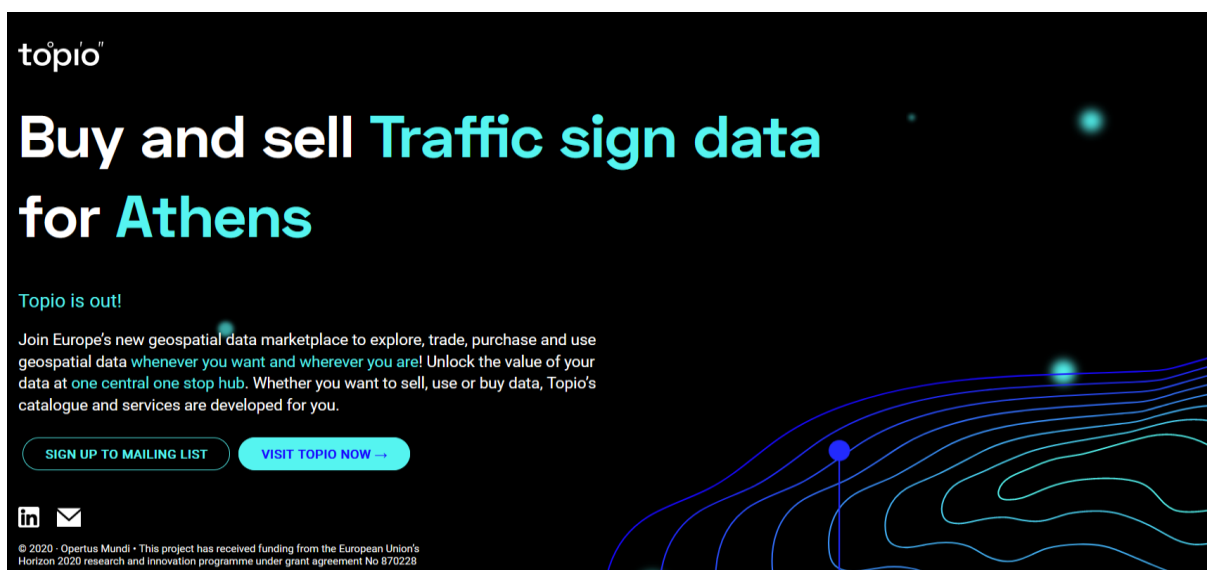


Figure 11: Topio landing page

## 1.3. Social Media

Social media is exploited to increase the visibility of the project and the Topio marketplace to the broader geospatial data value chain and target groups defined in D6.1. To ensure active interaction with social media users, the activity is focused mainly on LinkedIn, as we are targeting business professionals (owners, consumers).

In order to raise awareness about the Topio marketplace and drive traffic *directly* towards it, Topio has been constantly promoted with all activities that were being developed (events, publications, features, testimonials, announcements, etc.). Every Live Event the consortium attended was painstakingly described and announced through Topio LinkedIn account. In order to create more traction, we developed animated videos of our participation at the conferences and made available key quotes and statements of strategic participants for the benefit of Topio.

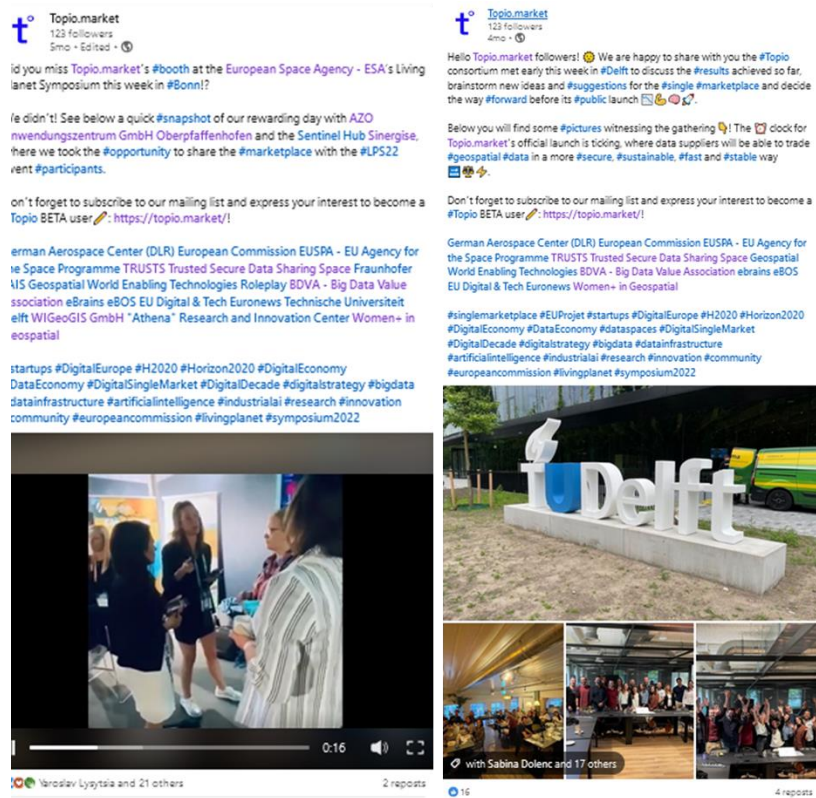


Figure 12: Selection of Topio LinkedIn Posts

## 2. Performed Actions

In this section, we provide information on all communication, dissemination and exploitation activities performed by the OpertusMundi Consortium. All activities are clustered according to the different forms of actions. Included are the following information:

- Date (start-end)
- Type (based on the actions/instruments defined in D6.1)
- Description (information<sup>1</sup> about the venue, purpose, participations, and any other relevant findings).
- Target group and estimate of audience reached.

Please note that additional and detailed information regarding our business development and onboarding actions are included in the Confidential deliverable D6.2 (Pilot Report).

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<sup>1</sup> Please note that all Business Development meetings were performed under a joint NDA between the participants or under confidentiality agreements, hence in this report we *anonymize* information on participants and *omit all confidential* information exchanged and discussed.

Date	Type	Description	Audience
08.07.2021 – 10.07.2021	Conference / Exhibition	AGIT Applied GeoInformatics Symposium (Salzburg, Austria; online) AGIT is the largest networking platform of the GI community in Germany and Austria, organized by the University of Salzburg. Members of the Consortium participated in the exhibition area of the symposium (presentation, Topio video introduction), presenting the Topio marketplace and its planned offerings, inviting participation from early adopters (assets suppliers and users).	Industry, Research (~500)
16.08.2021	Conference /Publication	47th International Conference on Very Large Databases (VLDB) 2021 (Copenhagen, Denmark; online) Publication in Workshop proceedings (PhD Workshop) Title: "Interactive Data Discovery in Data Lakes" Authors: "Andra Ionescu"	Scientific community, Data Scientists (~100)
03.09.2021	Conference /Publication	47th International Conference on Very Large Databases (VLDB) 2021 (Copenhagen, Denmark; online) Publication in Workshop/Conference (Demo Track) Title: "Valentine in Action: Matching Tabular Data at Scale" Authors: Christos Koutras, Kyriakos Psarakis, George Siachamis, Andra Ionescu, Marios Fragkoulis, Angela Bonifati, Asterios Katsifodimos.	Scientific community, Data Scientists (~100)
02.12.2021	Conference	Discovery and Pricing Data in Data Marketplaces: Challenges and Opportunities (EBDVF, Online) Data Marketplaces are key to digital transformation and the implementation of the Digital Economy in Europe. Data marketplaces offer data consumers the ability to search and buy datasets to cover their information needs, and to data producers some form of monetary compensation for the data that they sell. However, for data marketplaces to increase their added value, they have to offer search, discovery, integration, and pricing services for the datasets that they offer. However, both discovery and pricing of information are still challenging tasks. In this panel, the speakers will first offer their insights into the latest developments in gathering automated metadata, data discovery and pricing for data marketplaces, and then they will discuss open challenges and possible solutions.	Industry, Research (~500)

Date	Type	Description	Audience
06.01.2022	Publication	13th Annual Conference on Innovative Data Systems Research (CIDR 2022) Publication in Workshop/Conference Title: "Amalur: Next-generation Data Integration in Data Lakes" Authors: Rihan Hai, Christos Koutras, Andra Ionescu, Asterios Katsifodimos.	Scientific Community (~50)
06.04.2022	Publication	Publication in Knowledge-Based Systems (Volume 241) Publication in Journal Title: "Spatial concept learning and inference on geospatial polygon data" Authors: Patrick Westphal, Tobias Grubenmann, Diego Collarana, Simon Bin, Lorenz Böhmann, Jens Lehmann	Scientific community, Industry (~200)
13.04.2022	Publication	IEEE Transactions on Knowledge and Data Engineering Publication in Journal Title: "Efficient Range and kNN Twin Subsequence Search in Time Series" Authors: Georgios Chatzigeorgakidis, Dimitrios Skoutas, Kostas Patroumpas, Themis Palpanas, Spiros Athanasiou, Spiros Skiadopoulos	Scientific community (~200)
27.04.2022	Conference	Space Masters Day 2022 (Munich, in person) The Space Masters Day in Munich united the Space Innovation community of the Copernicus Masters and Galileo Masters. After the long months of virtual communication, we were excited to physically bring together the winners and partners of both competitions from the 2021 edition and kick-off the new round of Copernicus Masters. A powerful gathering of innovators and start-ups, offering access to the latest innovative solutions tackling current challenges on our Earth with the help of satellite data and services. <a href="https://www.youtube.com/watch?v=ATKcfoCPmZ8&amp;feature=youtu.be">https://www.youtube.com/watch?v=ATKcfoCPmZ8&amp;feature=youtu.be</a>	Industry (~120)
09.05.2022	Conference / Publication	IEEE 38th International Conference on Data Engineering 2022 (ICDE). Publication in Conference/Workshop	Scientific Community (~50)



Date	Type	Description	Audience
		Title: "S-Query: Opening the Black Box of Internal Stream Processor State" Authors: Jim Verheijde, Vassilis Karakoidas, Marios Fraggkoulis, Asterios Katsifodimos.	
09.05.2022	Conference / Publication	First International Workshop on Databases and Machine Learning (DBML2022), in conjunction with International Conference on Data Engineering (ICDE) 2022 (Virtual Event) Publication in Workshop Proceedings Title: "Join Path-Based Data Augmentation for Decision Trees" Authors: Andra Ionescu, Rihan Hai, Marios Fraggkoulis, Asterios Katsifodimos	Scientific Community (~50)
23-25.05.2022	Conference	ESA Living Planet Symposium (Bonn, in person) The biggest Earth observation conference in the world – ESA's next Living Planet Symposium, took place on 23–27 May 2022 at the World Conference Center in Bonn, Germany. This event is held every three years, each symposium has proved bigger and better than the last, reflecting the rapidly increasing importance and interest in 'taking the pulse of our planet from space'. The Living Planet Symposia bring together scientists and researchers from all over the world to present and discuss the latest findings on Earth science and advances in Earth observation technologies. Members of the Consortium participated in the <b>conference</b> presenting the Topio marketplace and its planned offerings, inviting participation from early adopters (assets suppliers and users).	Industry, Research (~5000)
12-17.06.2022	Conference	ACM SIGMOD/PODS International Conference on Data Management (Philadelphia, USA; in person) Members of the Consortium participated in the ACM SIGMOD/PODS conference. The annual ACM SIGMOD/PODS Conference is a leading international forum for database researchers, practitioners, developers, and users to explore cutting-edge ideas and results, and to exchange techniques, tools, and experiences. We leverage this event to network with potential early adopters (data suppliers, data users), network with the scientific community regarding the application of geospatial open data and the recent developments focused on open data and explore the application of the open data within the context of the researched value-added services.	Industry, Scientific community (~500)

Date	Type	Description	Audience
16-17.05.2022	Conference	Franchise Forum 2022 - Berlin WIGeoGIS represented Topio at the franchise industry meeting in Berlin. For the franchise industry, spatial market data is of immense importance, as most franchise systems have or are building location and branch networks. High quality market data is required to build an optimal location network. Topio.Market was introduced to potential data buyers and users during one-to-one discussions.	Industry (~200)
05-06.07.2022	Conference	AGIT Symposium and Expo for Applied Geoinformatics (Salzburg, in person) AGIT is the largest networking platform of the GI community in Germany and Austria, organized by the University of Salzburg. Members of the Consortium participated in the exhibition area of the symposium (presentation, Topio video introduction), presenting the Topio marketplace and its offerings, inviting participation from early adopters (assets suppliers and users).	Industry, Research (~500)
14-15.09.2022	Conference	Geodata Days 2022 (Poitiers, France, in person) National reference and independent event for digital geography in France. 2-days event into the geographic data sector: its ecosystem, its actors, its products, its services, its innovations and concern all people interested in geodata: elected officials, territory managers, researchers, geographers, company managers, representatives of competitiveness clusters. Prospection of TOPIO beta market amongst participants and stand exhibitors (TOPIO flyers)	Industry (~1000)
03.12.2022-06.10.2022	Conference	EU Space Week 2022 (Prague, in person) From policymakers to industry, start-ups, public authorities, investors and users, it is the place to be for anyone interested in current – and future – trends of the EU Space Programme. Members of the Consortium participated in the conference presenting the Topio market and its offerings, inviting participation from early adopters (assets suppliers and users)	Industry (~3000)
05-06.10.2022	Conference / Business development	ESRI Konferenz 2022 - Bonn WIGeoGIS represented Topio.Market at the ESRI Conference 2022 in Bonn. The ESRI User Conference is the largest German-speaking GIS conference, which took place in face-to-face mode for the first time since the COVID-19 pandemic. By participating in the event, the new	Industry (~1000)



Date	Type	Description	Audience
		developments and strategies of the global GIS market leader ESRI, especially in regard to the data market, could be captured, with Topio being introduced to select 1-1 meetings with participants.	
01.07.2021 – 30.09.2022	Business development	<p>Business development meetings (online)</p> <p>Members of the Consortium organized business development meetings with 30 companies producing and trading geospatial assets. During the meetings, the Topio marketplace, its offerings, and business models/publishing flows for asset suppliers were presented. Further, we explored the inclusion of each company and its assets as early adopters of the Topio marketplace.</p> <p>Often, 3-4 meetings took place with each partner and interested data supplier. In addition to the initial presentation of the marketplace, the presentation of the contract creation and the creation and configuration of a data product in Topio took place in follow-up meetings (Data Clinic, see D5.2).</p>	Industry (~50)
03.12.2022	Publication	<p>26th International Conference on Extending Database Technology (EDBT 2023), Industry/Application Track</p> <p>Submitted for publication</p> <p>Title: "Topio: an Open-source Marketplace Platform for Geospatial Data"</p> <p>Authors: Andra Ionescu, Kostas Patroumpas, Kyriakos Psarakis, Georgios Chatzigeorgakidis, Diego Collarana, Kai Barends, Paraskevi Georganta, Dimitrios Skoutas, Asterios Katsifodimos, and Spiros Athanasiou</p>	Scientific community
01.12.2022 – 03.12.2022	Conference/ Workshop	<p>Hellas GIS Conference 2022</p> <p>The Hellas GIS is the leading conference in Greece for the GIS sector, assembling practically all national data suppliers, practitioners and students. A 2-hour workshop was held during the event presenting Topio, the onboarding process for early adopters, as well as the utilization of its OGC and Notebooks services by professionals.</p>	Industry (~150)
22.12.2022 – 23.12.2022	Publication / Press Release	<p>Topio Market Press release</p> <p>WIGeoGIS published a press article about the beta version of Topio.Market to make potential customers data providers aware of the offer.</p>	Industry (~40) news and press-portals in

Date	Type	Description	Audience
		<p>WIGeoGIS published a press article about the beta version of Topio.Market to make potential customers and data supplier aware of the marketplace. Press article included also the Teaser Video.</p> <p>The press release was distributed via the OTS portal of the Austrian Press Agency and via PR-Gateway in Germany. PR Gateway published the press release in approx. 250 online media.</p> <p><a href="https://www.ots.at/presseaussendung/OTO_20221222_OTO0001/europaeischer-one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten-bild">https://www.ots.at/presseaussendung/OTO_20221222_OTO0001/europaeischer-one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten-bild</a></p> <p>Examples:</p> <ul style="list-style-type: none"> <li>• <a href="https://www.boerse-express.com/news/articles/europaeischer-one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten-534677">https://www.boerse-express.com/news/articles/europaeischer-one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten-534677</a></li> <li>• <a href="https://neue-pressemitteilungen.de/one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten.html">https://neue-pressemitteilungen.de/one-stop-shop-ermoeglicht-den-online-handel-mit-geodaten.html</a></li> </ul> <p>The following media picked up the article by Dec 23<sup>rd</sup> 2022: twitter.com/pressticker; facebook.com/pressemeldung; weltjournal.de; prnews24.com; prmitteilung.de; presseportal.org; pressenger.de; pressemitteilung.ws; presseartikel.com; pr-neuigkeiten.de; pr-echo.de; onprnews.com; news-nachrichten.de; news-nachrichten.ch; neue-pressemitteilungen.de; infofakt.de; fachbeitrag.de; diese.info; deine-nachrichten.de; business-presse.de; verbraucherpresse.com; socialmedia-magazin.info; sjn.de; se-medien.ch; logfair.online; itnote.de; groblin.de; kompetenznetz-mittelstand.de; unternehmen-heute.de; inar.de; firmenpresse.de; fachzeitungen.de; issuu.com; online-pressemitteilung.de; www.boerse-express.com</p>	Germany and Austria
December 2022	Newsletter	<p>Topio Market Newsletter by WIGeoGIS</p> <p>WIGeoGIS prepared and finalized a newsletter article in December 2022 about the Topio marketplace.</p> <p><a href="https://www.wigeogis.com/de/geodaten_marktplatz_online">https://www.wigeogis.com/de/geodaten_marktplatz_online</a></p> <p>The newsletter will be sent to the WIGeoGIS customer database of about 3,000 contacts from the geomarketing industry at the end of January 2023. In January, it is already planned to register more data providers and partners of WIGeoGIS for the Topio marketplace and to fill the marketplace with even more commercial geodata.</p>	Industry (~3,000) contact person in Germany, Austria and Switzerland

### 3. Monitoring and Evaluation

In D6.1 “Strategic Planning” we have defined a number of indicators to be applied for the continuous evaluation of our dissemination. In the following table, we provide these indicators updated till M36 of the project, along with a ‘Comments’ column presenting specific insights and observations relating to these indicators.

Source	Indicator	Monitoring	Target (project end)	Value (M36)
Project Website	Number of unique visitors	Google Analytics	20,000	22,104 unique visitors (of which 89.5% new visitors); Acquisition of visitors is: 48% Direct, 39.2% Organic search, 11.3% Referral; The number of unique visitors is satisfactory, with stakeholder interest still building up and the direct number of visitors becoming the first (rather than third) source of traffic, indicating the success of our comms actions
	Geographical origin of visitors	Google Analytics	80 countries (all G8)	The top 10 countries (from 141 in total) are: China (13.3%), USA (11.8%), Indonesia (8.4%), Greece (5.2%), India (4%), Germany (3.8%), Switzerland (3.7%), Brazil (2.7%), Netherlands (2.6%), France (2.5%). The geographical origin of the visitors is extremely promising, both in terms of coverage (141 countries) and country representation. In contrast to the norm for EC projects, where visitors mostly come from countries

Source	Indicator	Monitoring	Target (project end)	Value (M36)
				participating in the project (e.g., Greece, Germany), we observe that in the first three positions are countries outside the EU, signaling the success of our comms actions
<b>Software</b>	Number of issues/support requests to the project's repository	GitHub Analytics / Trello Board	200	0/300+ (from external users, developers, contributors) All issues and support requests were routed directly to our Trello board (see D5.2)
<b>Media</b>	Blog posts in project's web site	Publicly available ( <i>WordPress</i> )	50	32 posts in opertusmundi.eu 58 posts in our LinkedIn groups
	Number of mentions in third-party web sites	Measure mentions in third-party web sites ( <i>Google Search query/news alert</i> )	1,500	~1,800 (includes mentions of 'OpertusMundi' and/or 'Topio market' and/or 'Topio.market')
	Promotional Video	Sum of in-platform view statistics (YouTube) and estimate of offline viewers (events)	20,000	~3,000 (Please note that YouTube analytics is not accurate (a) for embedded videos, and (b) videos with less than ~5K views <sup>2</sup> )
	Printed media/TV references	Measure mentions in printed media/TV; if possible save links to clippings/videos	25	4 (TV) The project and the Topio market was referenced 4 times in live TV (interviews, showcases in ERT, the national broadcaster)

<sup>2</sup> <https://support.google.com/youtube/answer/2991785?hl=en>

Source	Indicator	Monitoring	Target (project end)	Value (M36)
	Followers in LinkedIn	Publicly available (LinkedIn)	500	133 followers of the Topio.market <sup>3</sup> LinkedIn page 57 members in the OpertusMundi <sup>4</sup> group  <u>01.07.2021-31.12.2023</u> > 9,047 Impressions for the Topio LinkedIn page > 47,6% Background in Engineering, followed by 10% Business Development > 45,6% from a company size of 201-500 employees followed by 16.6% 11-50 employees
Events	Number of industry events attended by OpertusMundi partners	Measure the number of events attended; for each provide estimate of stakeholders	24; 50,000 stakeholders reached	22 events ~ 20,000 stakeholders reached The number of stakeholders reached was less than anticipated due to the COVID-19 pandemic, limiting participation and outreach
	Data Clinics	Report the number of events and the total number of data owners participating	30	42, 28 data suppliers The interest in Data Clinics was higher than anticipated and hence we increased their number; please note that for several suppliers these were performed more than once to ensure their proper onboarding

<sup>3</sup> <https://www.linkedin.com/company/71241561>

<sup>4</sup> <https://www.linkedin.com/groups/8906118/>

Source	Indicator	Monitoring	Target (project end)	Value (M36)
	BYOD (Bring your own data)	Report the number of events	10	2 The interest in BYOD was significantly less than anticipated since practically all data suppliers preferred the 1-1 interaction and treatment of their assets in confidence
	Number of keynote/presentations delivered	Measure number of keynote/presentations across various industry venues	24	23
	Number of scientific publications from the project's partners	Measure number of all publications from SLIPO partners ( <i>OpenAIRE</i> )	12	14 (please note that publications in OpenAIRE are not updated in real-time; 1-12 weeks may be required depending on publisher policies)
	Number of leaflets distributed	Measure distribution for each event	2,000	100 (due to the COVID-19 pandemic, a limited amount of leaflets were distributed)