An Ecosystem of Citizen Observatories for Environmental Monitoring

WeObserve D.5.2 Summary of WeObserve Events, Dissemination and Communication Activities

Work package	WP5-AWARE: DISSEMINATION, COMMUNICATION AND OUTREACH
Task	Task 5.2 Launch and maintain knowledge platform, marketplace and additional dissemination and communication channels
Deliverable Lead	**ICCS**
Authors	Nikoletta Karitsioti (ICCS)
Dissemination level	Public (PU)
Status	Draft
Due date	31/03/2019
Document date	29/03/2019
Version number	1.0
	This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 776740.

Partners

Revision and history chart

Version	Date	Main author	Summary of changes
0.1	22/02/2019	Nikoletta Karitsioti	Draft outline for internal comments
0.2	15/03/2019	Nikoletta Karitsioti	Incorporation of comments of Valantis Tsiakos.
0.3	18/03/2019	Nikoletta Karitsioti	New draft outline
0.4	18/03/2019	Nikoletta Karitsioti	Submission for internal quality review
0.5	25/03/2019	Dahlia Domian	New draft outline after the internal review from Dahlia Domian
0.6	26/03/2019	Nikoletta Karitsioti	Incorporation of comments of Dahlia Domian & Dilek Fraisl
1.0	29/03/2019	Nikoletta Karitsioti	Final submitted version

Table of contents

List of abbreviations and acronyms v

Executive Summary 6

1 Introduction 7

1.1 Purpose of the document 7

1.2 Intended readership 7

1.3 Interface with other WeObserve deliverables 7

2 WeObserve Dissemination & Communication Activities 8

2.1 WeObserve communication activities 8

2.1.1 WeObserve branding 8

2.1.2 Key messages per target audience 9

2.1.3 Communication Kit 9

2.1.4 Media Relations and Press releases 12

2.2 Dissemination Activities 12

2.2.1 WeObserve events 13

2.2.2 Participation in external events 14

2.2.3 Establish dissemination channels for social networking 16

2.2.4 WeObserve Social Media Campaigns 23

2.2.5 WeObserve newsletter 27

3 Conclusion 27

Annex 1: WeObserve brand identity 28

WeObserve logo variations 28

Annex 2: WeObserve communication material 29

WeObserve leaflet 29

WeObserve roll-up banner 30

Annex 3: WeObserve dissemination material 31

WeObserve 1st newsletter 31

Index of figures

Figure 1, weobserve logo 8
Figure 2, weobserve leaflets 10
Figure 3, weobserve leaflet 10
Figure 4, weobserve roll-up banner 11
Figure 5, weobserve poster in geo week in kyoto 11
Figure 6, landscape poster in eurogeoss 12
Figure 7, weobserve stickers 12
Figure 8, screenshot from the weobserve knowledge plkatform homepage 17
Figure 9, visits over time for the period 01/08/2018-28/02/2019 17
Figure 10, evolution over the period 01/08/2018-28/02/2019 18
Figure 11, visits per country, the top three 18
Figure 12, weobserve twitter account 19
Figure 13, weobserve twitter analytics/28 days summary results/ February 19' 20
Figure 14,facebook posts' effectiveness per month 21
Figure 15, facebook followers per month 21
Figure 16, weobserve youtube channel 22
Figure 17,the weobserve Instagram account 22
Figure 18, we observe push campaign 24
Figure 19, weobserve awareness campaign 25
Figure 20, awareness campaign announcement on the weobserve website 26
Figure 21, weobserve awareness campaign shared by partners in social media 26
Figure 22, we observe 1st newsletter 27

Index of tables

Table 1, key messages per target audience 9

Table 2, Completed events for the period M1-M16..... 13

Table 3, list of completed events (M1-M16)..... 14

List of abbreviations and acronyms

Abbreviation	Meaning
DEC	Dissemination, Exploitation & Communication
COs	Citizen Observatories
M	Month
CoP	Communities of Practice
MOOC	Massive Online Open Course

Executive Summary

This is the public deliverable D5.2 Summary of WeObserve events, dissemination and communication activities of the H2020 project WeObserve. This is an accompanying report of actual activities that have taken place within the WeObserve project. This work was carried out as part of WP5 Dissemination, Communication & Outreach. This first edition of this document presents the communication & dissemination activities of WeObserve project up to M16.

During the first 16 months, and following the guidelines outlined in D5.1 DEC Strategy, Outreach and Operative Plan, WeObserve produced the project branding, while in parallel implemented the Knowledge Platform and established its main social media including Twitter, Facebook and Instagram. These activities were accompanied by the production of press releases about the various project activities, the creation of communication infrastructure (mailing lists) in the service of the Communities of Practice as well as the project's newsletters' subscribers list, and the design and development of dissemination materials (posters, banners, flyers) for the various WeObserve activities and events. Other activities carried out within this period include the launch of the Communities of Practice, organized in the framework of WP2 and a series of public presentations at national and international conferences and events.

Activities for the second period, i.e. M17-M36, will be included in the next version of this deliverable which will be submitted by the end of M36.

1 Introduction

This is the public deliverable D5.2 Summary of WeObserve events, dissemination and communication activities, of the H2020 project WeObserve. This work was carried out as part of WP5 Dissemination, Communication and Outreach. The strategy for the communication and dissemination channels, the target audiences and other information relevant to the communication and dissemination procedures and activities was defined in the previous deliverable D5.1 DEC Strategy, Outreach and Operative Plan.

The main objective of the strategy that is followed is to present a coherent plan as well as to make a constructive contribution for implementing and delivering high impact communication and dissemination activities that cover all the actions taken from the very start of the project, as well as the continuous complementary activities running within the lifetime of the project.

This document is structured as follows. Section 1 presents the communication activities of the project, while the section 2 presents the dissemination activities of the partners within this first period (M1-M16) of the WeObserve project as well as all the dissemination channels and tools used by the consortium.

1.1 Purpose of the document

The purpose of this document is to provide an overview of the dissemination and communication activities carried out within the WeObserve project as well as of the events that WeObserve partners organised and/or took part in.

1.2 Intended readership

This deliverable is public and therefore is intended for Consortium partners, including the European Commission services, as well as individuals, who are interested in getting more information about the WeObserve project.

1.3 Interface with other WeObserve deliverables

This deliverable is also strongly related to D5.1 DEC Strategy, Outreach and Operative Plan as well as with D4.1 Citizen Observatories and GEO Community activities, as it includes GEO related citizen science activities and events.

2 WeObserve Dissemination & Communication Activities

The WeObserve Dissemination & Communication Activities are designed according to the Dissemination and Communication plan, so as to address and meet the specific goals of the project. More specifically, the We Observe Dissemination and Communication Activities aim to facilitate effective communication between the existing citizen observatories, promote the usage of CO data and results among key audiences, raise awareness of citizen observatories, provide a regular flow of information about the project, foster dialogue with defined stakeholder groups, as well as promote the project within Europe and internationally.

2.1 WeObserve communication activities

The WeObserve consortium, taking into consideration the D5.1 DEC Strategy, Outreach and Operative Plan, has accomplished specific communication activities so as to achieve its specific goals and communicate the project to all audiences, using the right means and messages. The communication activities carried out in this first period (M1-M16) are presented below.

2.1.1 WeObserve branding

A dedicated logo was designed (figure 1) at the beginning of the project to act as a brand, promote instant public recognition, and trigger reactions from the viewers even from the first conducted communication and dissemination activities.

FIGURE 1, WEOBSERVE LOGO

More specifically, the WeObserve logotype (Annex 1) graphically depicts the Earth and its ecosystem, and represents the core vision of the WeObserve consortium, which is to coordinate the European effort towards the involvement of citizens in Earth observation and monitoring through the creation of a Citizen Observatories ecosystem. WeObserve will also extend the geographical coverage of the CO knowledge base, locally and globally, to improve the coordination of existing Citizen Observatories and related international activities and will reinforce links between them. This connection that WeObserve is aiming to establish on multiple levels is also reflected in the logotype and, specifically, inside the inner core of the Earth icon. The points / dots represent the citizen observatories, while the orbits represent the connection of the citizen observatories with the local and global initiatives and citizens communities.

2.1.2 Key messages per target audience

Within this first period of the project, the WeObserve consortium has communicated the established key messages for each target audience. More specifically, the key messages per target audience are presented in the table below.

TABLE 1, KEY MESSAGES PER TARGET AUDIENCE

No.	Target audience groups	Key message
1	**Scientific and Research Community**	"Join the WeObserve Communities of Practice to build and share Citizen Observatories' knowledge and know-how."
2	**SMEs and Industry**	"Learn more about citizen-generated data and their innovation potential"
3	**International Bodies (e.g. GEO & OGC)**	"Explore how citizen science can contribute to social innovation"
4	**Public Bodies and Policy Makers**	"Better observations for better actions"
5	**Environmental NGOs and public monitoring initiatives**	"Learn how citizen observations can improve environmental monitoring"
6	**Citizen associations at the national, European, and international levels**	"Share your knowledge for a sustainable citizen science ecosystem", "Join the Communities of Practice"
7	**General Public**	"Observe the Land, and increase your knowledge!", "Come to the CoP launch workshops"
7	**Press & Media**	"Join us and learn how to contribute to and engage in scientific research and monitoring"

2.1.3 Communication Kit

The WeObserve consortium has accomplished ample communication and dissemination activities to address its established goals and communicate the project, its messages and outcomes, to all audiences. For this scope, a communication kit has been designed and produced, including a Weobserve leaflet, roll-up banner, and additional items, such as posters, stickers, etc.

WeObserve leaflet

A three-fold leaflet (Annex 2) was designed focusing on a general presentation of the project (project's facts, Key Challenges, Expected Impact, partners) and illustrating the project mission and vision (figure 1 and 2). Up to now 800 leaflets have been printed and shared.

FIGURE 2, WEOBSERVE LEAFLETS

FIGURE 3, WEOBSERVE LEAFLET

The leaflet has been issued in English for distribution at any event in which WeObserve partners will participate, as well as to reach and engage efficiently and effectively all relevant audiences within the project's lifetime.

WeObserve roll-up banner

A Roll up banner (Annex 2) has also been designed displaying the project's visual identity and providing a practical way to promote the WeObserve project in conferences, workshops and other events (figure 3).

FIGURE 4, WEOBSERVE ROLL-UP BANNER

Additional items

Additional items were provided during this first period of the project such as:

- WeObserve posters (figures 4, 5 & 6)
- WeObserve stickers

FIGURE 5, WEOBSERVE POSTER IN GEO WEEK IN KYOTO

FIGURE 6, LANDSCAPE POSTER IN EUROGEOSS

FIGURE 7, WEOBSERVE STICKERS

2.1.4 Media Relations and Press releases

An introductory press release was written, translated and regionally adapted to partners' local languages and distributed in key journals at the beginning of the project. A second press release was issued before the Communities of Practice launch[1], which was shared with partners to distribute to their audiences and media. As the project progresses, a number of press releases will be issued around key developments.

Additionally, various partners have participated in media activities such as interviews, exclusive stories, and editorials designed to look and read like informative articles on WeObserve and environmental monitoring in general.

2.2 Dissemination Activities

Within this first period of the project, the general aim of the dissemination activities has been to broadcast the WeObserve idea and messages to a wide audience so as to build awareness and

[1] https://www.weobserve.eu/weobserve-communities-of-practice-launched-their-activities/

involve the targeted audiences. The selection of the appropriate dissemination channel and the respective message to be disseminated depends on the stage of the project.

During this early stage of the project, and taking into consideration its uniqueness and limited results currently available, the dissemination activities aim to generally inform the public, as well as relevant research, academic and industrial communities of the project's objectives, activities and expected results.

More specifically, during this first period between M1 and M16, a set of dissemination activities has been realized, such as: dissemination material design, production and sharing, WeObserve Knowledge Platform development, presentations in various events, WeObserve event organization, partner participation in external events etc. In the following sections, the abovementioned activities are described in more detail.

2.2.1 WeObserve events

WeObserve has organized events and meetings within the framework of the project. The tables below (table 2 and 3) provide a summary of completed events from M1 to M16.

TABLE 2, COMPLETED EVENTS FOR THE PERIOD M1-M16

Date	Event	Location	Lead	Host	WP
Jun 5	Partner Online Learning Course lunchtime meeting	Geneva, CH	UNIVDUN	ECSA	WP3
Jun 6	First Community of Practice Forum: Launch of Communities of Practice 1, 2, & 3	Geneva, CH	IHE-Delft, CREAF	ECSA	WP2
Jun 25-27	Working Meeting on D2.1	Delft, NE	ECSA	IHE-Delft	WP2
Sep 14	OGC TC Meeting - CS Interoperability Experiment Kickoff meeting	Stuttgart, GE	CREAF	OGC	WP4
Nov 26	WeObserve Plenary Meeting	Venice, IT	IIASA	AAWA	All WPs
Nov 27-29	COWM18: Community of Practice SDGS launch and 2nd Communities of Practice Forum (F2F meeting) of Communities of Practice 1-3	Venice, IT	IHE-Delft, CREAF, IIASA	AAWA	WP2

In addition to the ongoing work, WeObserve is currently organising the first CO for EO Workshop, as a side event in a popular conference expected to attract a large audience. The main aim is to present project results and exchange knowledge and experiences arising from the citizen observatories related to the integration of Earth observation and citizen science data for improved environmental monitoring. In addition, bottlenecks and barriers under this topic will be discussed with the participants, targeting the identification of potential solutions and the promotion of policy adoption. In parallel, the WeObserve project is running a period of ramping up Communities of Practice activities, as well as defining and implementing concrete actions for the distance-learning program (MOOCS).

2.2.2 Participation in external events

To reach the multiple WeObserve identified audiences and stakeholder groups, WeObserve partners continuously attend various, relevant events - as either keynote speakers, panellists, or participants, presenting the project's assets and results and, in parallel, sharing and gaining knowledge. These events are presented in the following table.

TABLE 3, LIST OF COMPLETED EVENTS (M1-M16)

Date	Event	Location	Theme	Type	Organization
Jun 4	2nd International ECSA Conference: Let's Mainstream citizen science!	Geneva, CH	citizen science	Oral	IIASA
Jun 5	2nd International ECSA Conference: Observatories	Geneva, CH	citizen science/ Launch of WeObserve Communities of Practice	Poster	IHE Delft
Jun 11-13	GEO Symposium	Geneva, CH	earth observation	Conference	IIASA
Sep 3-5	Geospatial Sensor Web Conference	Münster, GE	sensor web	Oral	CREAF
Sep 10-14	OGC TC Meeting	Stuttgart, GE	standards	Oral	CREAF
Sep 12-14	EuroGEOSS Workshop	Geneva, CH	earth observation	Session	IHE Delft, ECSA, ICCS, IIASA
Sep 14,16,17,23	First Scent pilot	Athens, GR	pilot	Dissemination material distribution	ICCS

Date	Event	Location	Theme	Type	Organization
Sep 18-21	Inspire Conference 2018	Antwerp, BE	European spatial data infrastructure	Oral	CREAF
Sep 28	European Researchers' Night	Athens, GR	research	Booth	ICCS
Oct 3-5	Workshop on contributions of Citizen Science, Earth Observation and Geospatial Data in addressing the SDG	Laxenburg, AT	citizen science, SDGs	Workshop	IIASA, CREAF, ECSA, IHE Delft
Oct 22-25	UN World Data Forum – Eye on Earth	Dubai, UAE	citizen science, SDGs	Session	IIASA
Oct 22-26	Mozilla Festival	London, UK	open science & web	Workshop	ECSA, UNIVDUN
Oct 29	University of Dundee Research Presentation	Dundee, UK	citizen science	Oral	UNIVDUN
Oct 29-Nov 2	GEO Week 2018	Kyoto, JP	earth observation	Session	IIASA, CREAF, ICCS
Nov 12-16	ESA Earth Observation PhiWeek	Frascati, IT	Earth observation open science, citizen science	Session	ECSA
Nov 27-29	COWM18 2nd International Conference on Citizen Observatories for Natural Hazards and Water Management	Venice, IT	citizen science	Oral, Sessions	All partners

Date	Event	Location	Theme	Type	Organization
Dec 18, 2019	British Ecological Society Annual Meeting	Birmingham, UK	WeObserve landscape of citizen observatories	Poster	ECSA
Mar 11-15, 2019	UN Environment Assembly	Nairobi, Kenya	The value of using Citizen Science for monitoring marine litter	Consultation	IIASA
Mar 13-17, 2019	Citizen Science Association Conference (CitSci2019)	Raleigh, US	WeObserve landscape of citizen observatories	Poster	ECSA

2.2.3 Establish dissemination channels for social networking

WeObserve knowledge platform

The WeObserve Knowledge Platform (www.weobserve.eu) has been designed and developed to be the backbone of communication activities, the main dissemination tool, as well as the gateway to the project for anyone interested in citizen science and citizen observatories.

Its scope is to effectively disseminate WeObserve through this channel by news posts concerning the project's developments and activities, promotional events, etc. In addition, the knowledge platform offers audiences the opportunity to find out more about the project, get involved, and communicate with the consortium.

The knowledge platform is built upon a framework that is easy to access and use in a dynamic and flexible structure, so as to ensure the future scalability and quick expansion of the current structure according to the project's needs. It has a clearly recognizable and coherent appearance – in line with the project's brand identity and a minimal and appealing layout selected to address effectively the different target audiences. Moreover, its responsive and mobile friendly wed design make it accessible to users and communities of all levels of technical proficiency through different devices.

The WeObserve website presents the project brand and provides information about the project's concept, approach, impact, partners and key components, upcoming and previous events, news, activities, newsletters, photographic and audiovisual materials relevant to the project, as well as links to relevant EC calls and tenders.

FIGURE 8, SCREENSHOT FROM THE WEOBSERVE KNOWLEDGE PLKATFORM HOMEPAGE

The website's content and structure are continuously updated. This includes twitter streaming, providing a typical sample of WeObserve social media presence, as well as links to the WeObserve social media pages (Twitter, Facebook and Instagram), while enabling users to easily share the website contents.

To measure website traffic, gather more information on how visitors find and use the website and how to ensure repeat visits, Matomo Analytics (https://matomo.org/) has been utilized. Matomo Analytics has been used in WeObserve's website since its early development stage (August 18'), while also complying with the EU General Data Protection Regulation (GDPR) principles. Therefore, Figures 9, 10 and 11 present the website's activity in the last six months (Aug 18'-February 19').

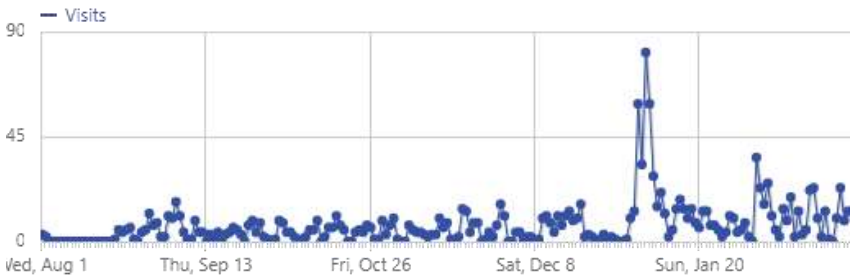


FIGURE 9, VISITS OVER TIME FOR THE PERIOD 01/08/2018-28/02/2019

FIGURE 10, EVOLUTION OVER THE PERIOD 01/08/2018-28/02/2019

FIGURE 11, VISITS PER COUNTRY, THE TOP THREE

WeObserve Social Networks

In order to consistently and effectively disseminate the WeObserve project within its multiple target audiences and create social links with them, WeObserve has built a strong presence on social media (Twitter, Facebook, Youtube and Instagram), providing feeds of the project's news, developments, and achievements, as well as pieces of interest relevant to the project and to its fields in general. WeObserve maintains the following social media accounts, creating a social WeObserve network and interacting with participants/followers:

- Twitter: @WeObserveEU
- Facebook: @WeObsrveEU
- Youtube: WeObserve
- Instagram: weobserve_eu

Twitter posts

As of late February 2018, the WeObserve twitter account had 724 followers and 1.071 tweets. Through its tweets, WeObserve aims to provide its followers with real-time information about the project's developments and partners' activities. Currently, WeObserve follows 751 Twitter accounts of projects, journals, magazines, initiatives, organisations and institutions active in the field of citizen science and environmental monitoring as well as policy makers and people who share similar values.

FIGURE 12, WEOBSERVE TWITTER ACCOUNT

Some of the core elements of the WeObserve twitter account dissemination strategy followed are:

- having an initial plan that is constantly adjusted to meet broadcasting needs;
- including media content in tweets, such as pictures and videos;
- subscribing to accounts relevant to WeObserve issues;
- incorporating specific hashtags into the content so as to appear easily in search results;
- mentioning other accounts, re-tweeting and responding to other citizen science projects.

Moreover, ICCS, the WeObserve partner responsible for managing and monitoring the twitter account, reviews the twitter analytics on a monthly basis to analyse the effectiveness of this channel in terms of audience concentrations and impressions.

In the figure below, an overview of a 28 days activity of the WeObserve Twitter account is presented, which confirms the upward trend of WeObserve presence. Both the tweets and tweet impressions, as well as the profile visits and followers, are ascending.

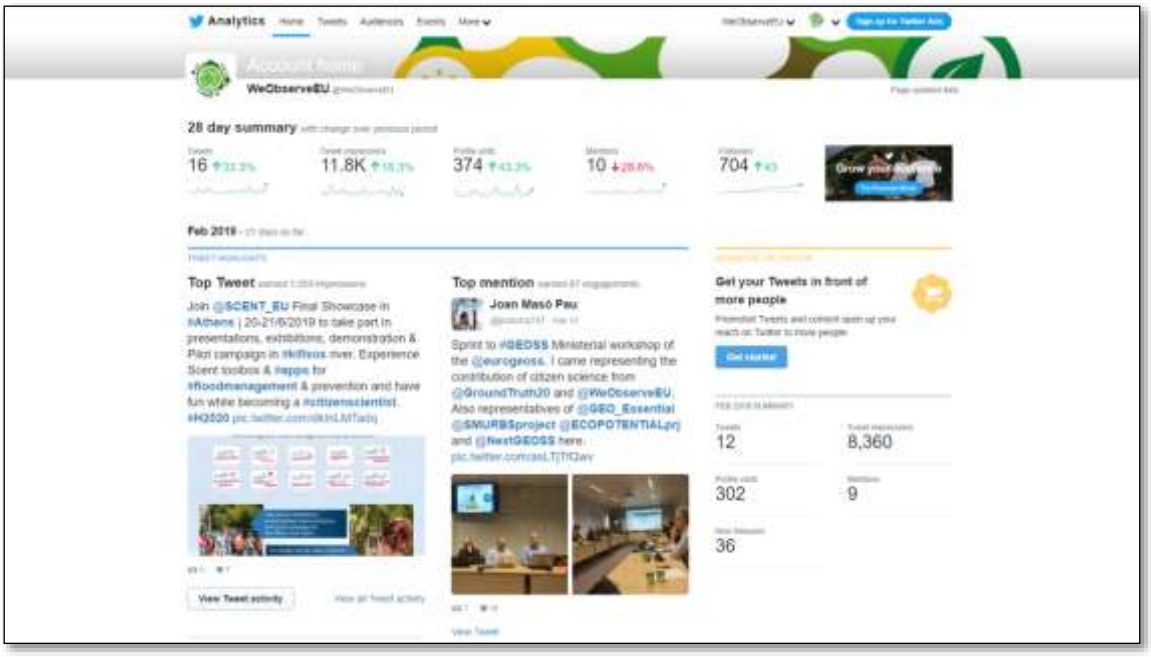


FIGURE 13, WEOBSERVE TWITTER ANALYTICS/28 DAYS SUMMARY RESULTS/ FEBRUARY 19'

Facebook posts

WeObserve's Facebook account is an important communication channel for the project, however it is not considered the most popular social media channel, as it does not seem to generally attract many citizen science projects and activities. From the early start of the project up to February 2019, the Facebook account has been followed by 123 people, had 121 likes, and generated 151 posts.

Core elements of the WeObserve's Facebook account dissemination strategy followed are:

- subscription to many accounts dealing with WeObserve partners, other Citizen Observatories and other relevant to WeObserve accounts;
- being active on the subscribed pages by liking, sharing and commenting in their posts;
- mentioning people and pages in our posts;
- providing a strong presence, being active via continuous updating with interesting content, or news directly generated by the project, its partners, its dissemination activities etc.;
- illustrating the posts with relevant media content;
- using the Facebook manager to schedule and manage posts.

Moreover, Facebook analytics are considered on a monthly basis to analyse the effectiveness of this channel in terms of audience concentrations and impressions (figures 14 and 15).

FIGURE 14,FACEBOOK POSTS' EFFECTIVENESS PER MONTH

FIGURE 15, FACEBOOK FOLLOWERS PER MONTH

YouTube posts

The WeObserve YouTube channel was created in M13. The channel works as an inventory including all videos relevant to the WeObserve project (figure 16) and aiming to disseminate the project among key audiences.

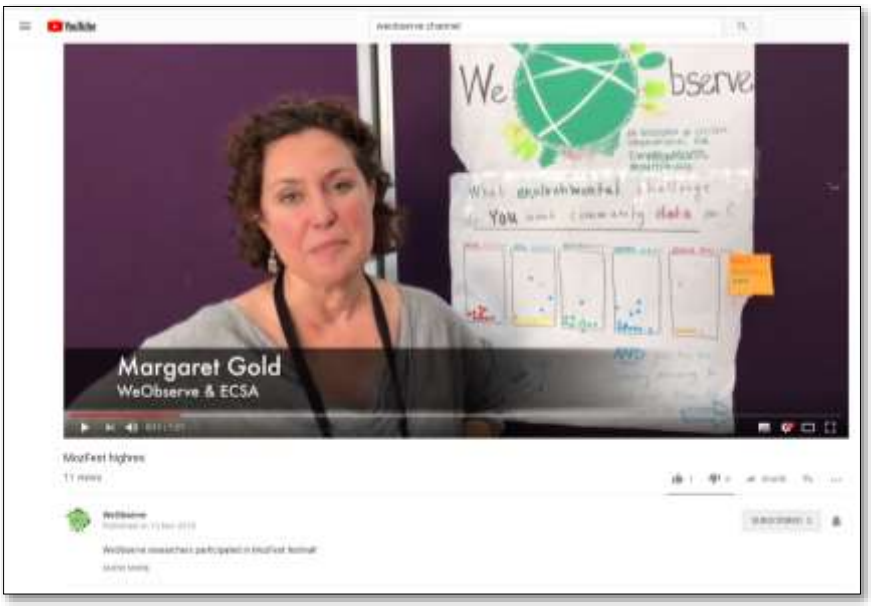


FIGURE 16, WEOBSERVE YOUTUBE CHANNEL

Instagram posts

WeObserve created a new Instagram account @weobserve_eu (figure 17) in February 2019. Instagram is expected to be a key communication channel for the project, as it is focused on photo and video, which tend to be trends in citizen science. In its first week, the Instagram account already gained 40 followers.

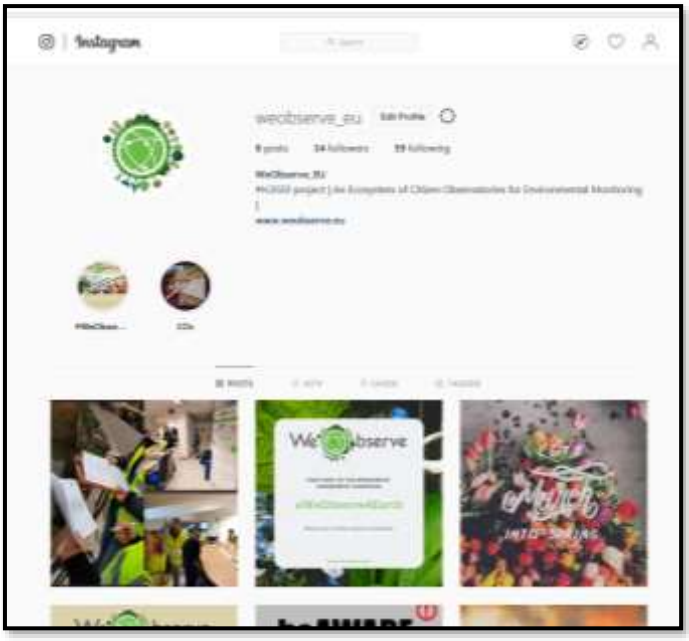


FIGURE 17,THE WEOBSERVE INSTAGRAM ACCOUNT

Core elements of the WeObserve's Instagram account communication strategy followed are:

- following many accounts dealing with WeObserve partners, other Citizen Observatories as well as various citizen science actors and activities;
- being active on the following pages by liking, sharing and commenting in their posts;
- uploading Instagram stories with relevant posts coming from the pages we follow;
- mentioning people and pages in posts;
- providing a strong presence, being active and updating the account with interesting content or news and updates directly generated by the project, its partners, the other Citizen Observatories, their dissemination activities e.t.c.;

Also in this case, Instagram analytics are taken into consideration to analyze the effectiveness of this channel and design the upcoming posts and actions.

2.2.4 WeObserve Social Media Campaigns

Within the WeObserve dissemination plan, two types of social media campaigns have been conducted during the lifetime of the project up to M16: (i) a 'push campaign', initiated in the beginning of the project, aiming to promote the project and its partners to wider audiences and (ii) an 'awareness campaign' (March 2019), focusing on further incentivising and raising public involvement and engagement in citizen science. The aforementioned campaigns were designed based on the following objectives:

- Increase visibility and awareness for WeObserve, its concept and mission;
- Raise public interest and achieve engagement of the general public within WeObserve partner countries and beyond;
- Express WeObserve's interest in individual citizen science stories and personal contributions for environmental monitoring experiences;
- Demonstrate accessibility/ ease of interacting with citizen science through WeObserve in daily life;
- Demonstrate citizen observatories potential impact in the public participation of the promotion of citizen science;
- Build the sense of a WeObserve community for sharing of citizen science experiences;
- Generate subscribers for WeObserve social media accounts and newsletters;
- Establish a 'pool' of citizen science moments to be used within the project (photos & videos).

Both of the campaigns were hosted on the WeObserve Knowledge Platform, in all social media channels, and further supported by all project and partner communication channels. The content for each medium, was carefully prepared and communicated, taking into consideration the character, specifications, features, options and/or restrictions (e.g. ability to use or combine text and photos, text size etc.) of the latter. All project partners and stakeholders were invited to feed the campaigns with regular posts, in order to raise and maintain interest throughout the campaigns' duration. The WeObserve's website and newsletter are used to support these activities with exclusive announcements and news posts that refer to the scope of the campaign, its key achievements, etc.

The language used throughout the campaigns and the related communications were exclusively in English, to stay in-line with the project's official language, and ensure it is understandable to all visitors.

Campaigns are open to all audiences, with no limitations in terms of country of origin, sex, age group, educational level, working field, social and political engagement, technology usage, entertainment, interests etc.

Push campaign

The campaign ran in the beginning of the project (December 2017) and focused on raising visibility and awareness around WeObserve and its partners. It was designed to reflect the project's philosophy, mission and objectives and communicate the expertise of each partner and respective affiliation to the project. It lasted approximately one month, during which it invited viewers to visit the WeObserve holding page, and become familiar with the project, while prompting them to follow WeObserve online through its social media accounts. Some post examples are presented in the following figures.

FIGURE 18, WE OBSERVE PUSH CAMPAIGN

Awareness campaign

The 'awareness campaign' follows the 'push campaign' and is based on the core values of WeObserve, focusing on citizen engagement. The campaign exclusively invites and motivates people to share their citizen science experiences by publicly posting a relevant photo or video on Instagram, accompanied with the dedicated hashtag #WeObserve4Earth. Through the use of this hashtag, the posts will be tracked and viewed as an online collection of important crowdsourced citizen science features that might later be useful on the knowledge platform and social media. Every month, one photo will be pointed out as the "WeObserve photo of the month" and will be hosted in the WeObserve website.

FIGURE 19, WEOBSERVE AWARENESS CAMPAIGN

ICCS will also post 'thank you' notes for each incoming post that includes the campaign's hashtag #WeObserve4Earth.

The campaign was initiated by an exclusive announcement on the WeObserve's website (figure 20), which invited people to participate, explaining the objective and process to be followed within the campaign. The website announcement was accompanied by promotional posts to WeObserve social media (figure 19). At the same time, partners promoted the campaign announcement (figure 21) throughout their social media outlets.

FIGURE 20, AWARENESS CAMPAIGN ANNOUNCEMENT ON THE WEOBSERVE WEBSITE

FIGURE 21, WEOBSERVE AWARENESS CAMPAIGN SHARED BY PARTNERS IN SOCIAL MEDIA

Since the campaign is running for a very limited amount of time, a detailed analysis of its results will take place at a later stage.

2.2.5 WeObserve newsletter

A seasonal newsletter providing valuable information on WeObserve's developments, activities, passed and forthcoming events, project liaison activities, and other important news in the fields related to the project is prepared and communicated to the public on a seasonal basis (i.e. 4 newsletters per year).

The first issue of the WeObserve newsletter (Annex 3) was released in November, 2018 and included the following topics: i) a general overview of the project, ii) an interview with Uta Wehn, coordinator of the WeObserve Communities of Practice, iii) announcements of upcoming Communities of Practice meetings and activities, iv) promotion of the Knowledge Platform, v) more news relevant to WeObserve and upcoming external events, and vi) promotion of the collaboration between citizen observatories (figure 22).

FIGURE 22, WE OBSERVE 1ST NEWSLETTER

3 Conclusion

The events, dissemination and communication activities summarized in this report represent not only a productive 16 month period of the WeObserve project, but also an ongoing commitment to the successful implementation of its detailed Communication and Dissemination Plan (DEC Plan). The project's dissemination and communication activities are progressing efficiently and on course, refining the project's promotion efforts among all audiences and throughout all available communication channels.

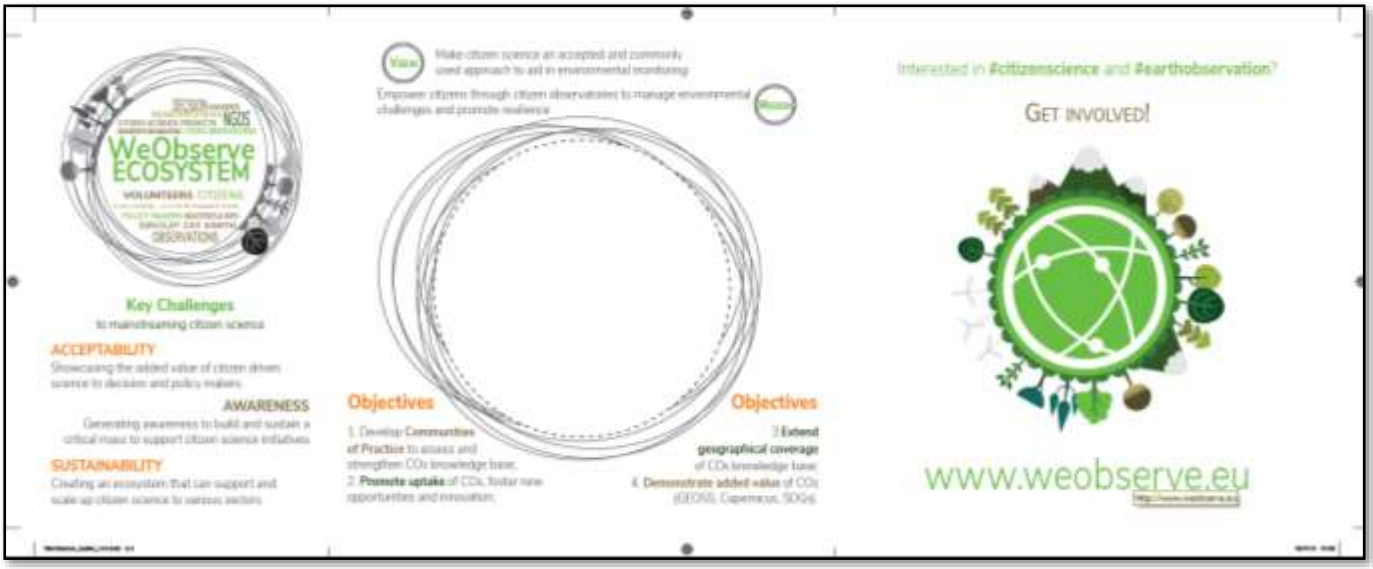
Annex 1: WeObserve brand identity

WeObserve logo variations

WeObserve logo for social media

Annex 2: WeObserve communication material

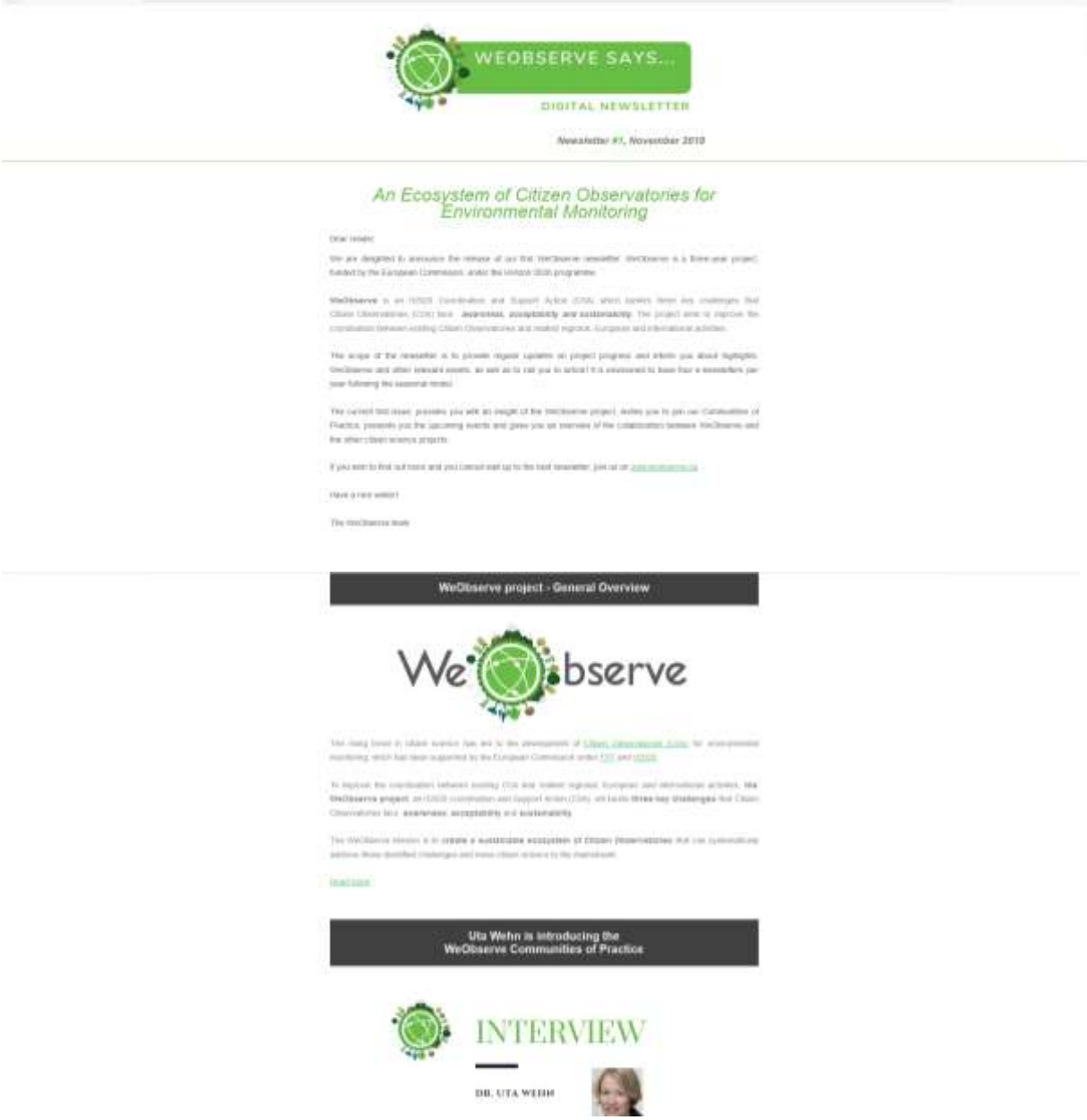
WeObserve leaflet



WeObserve roll-up banner

Annex 3: WeObserve dissemination material

WeObserve 1st newsletter



WEOBSERVE SAYS...

DIGITAL NEWSLETTER

Newsletter #1, November 2018

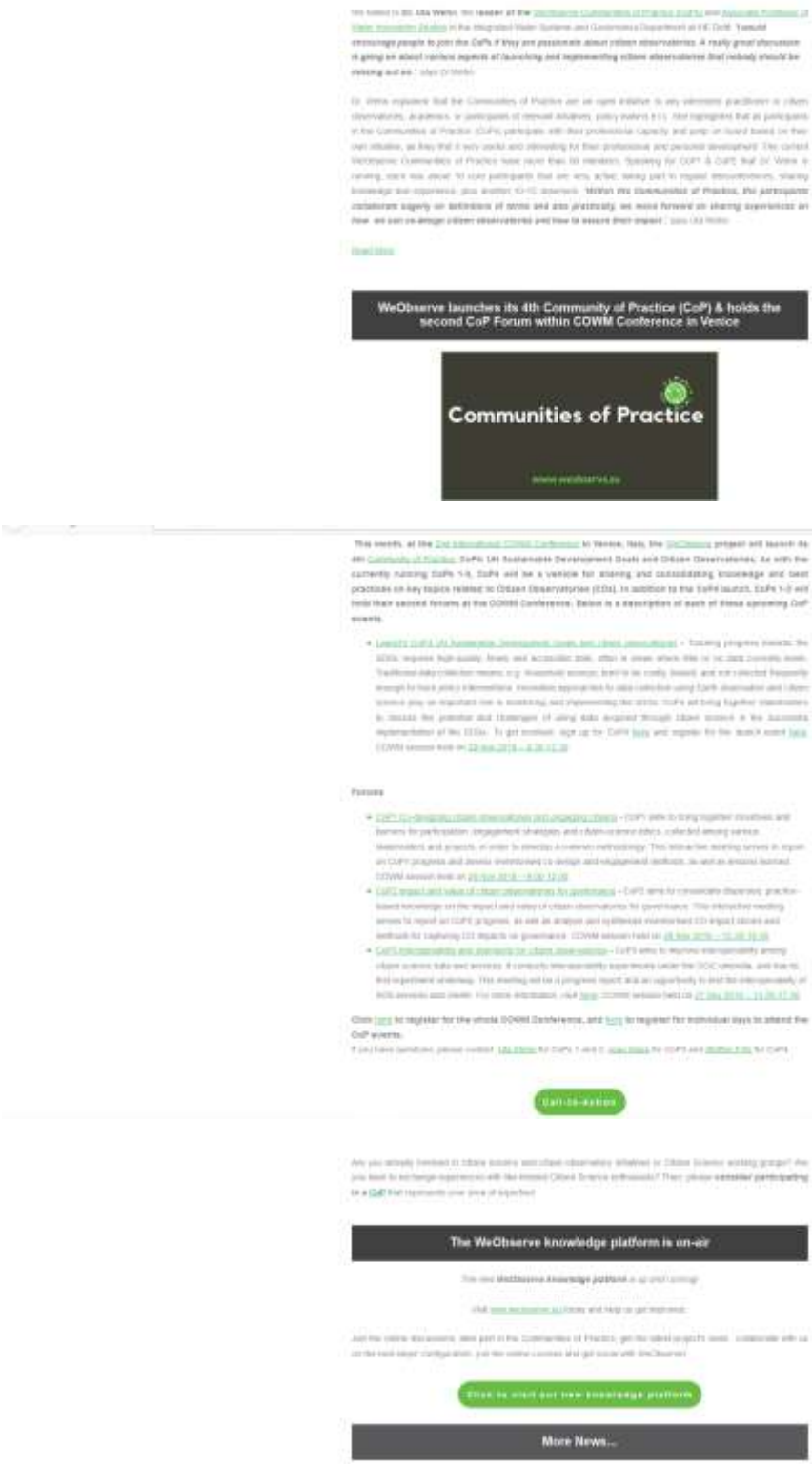
An Ecosystem of Citizen Observatories for Environmental Monitoring

WeObserve project - General Overview

Uta Wehn is introducing the WeObserve Communities of Practice

INTERVIEW

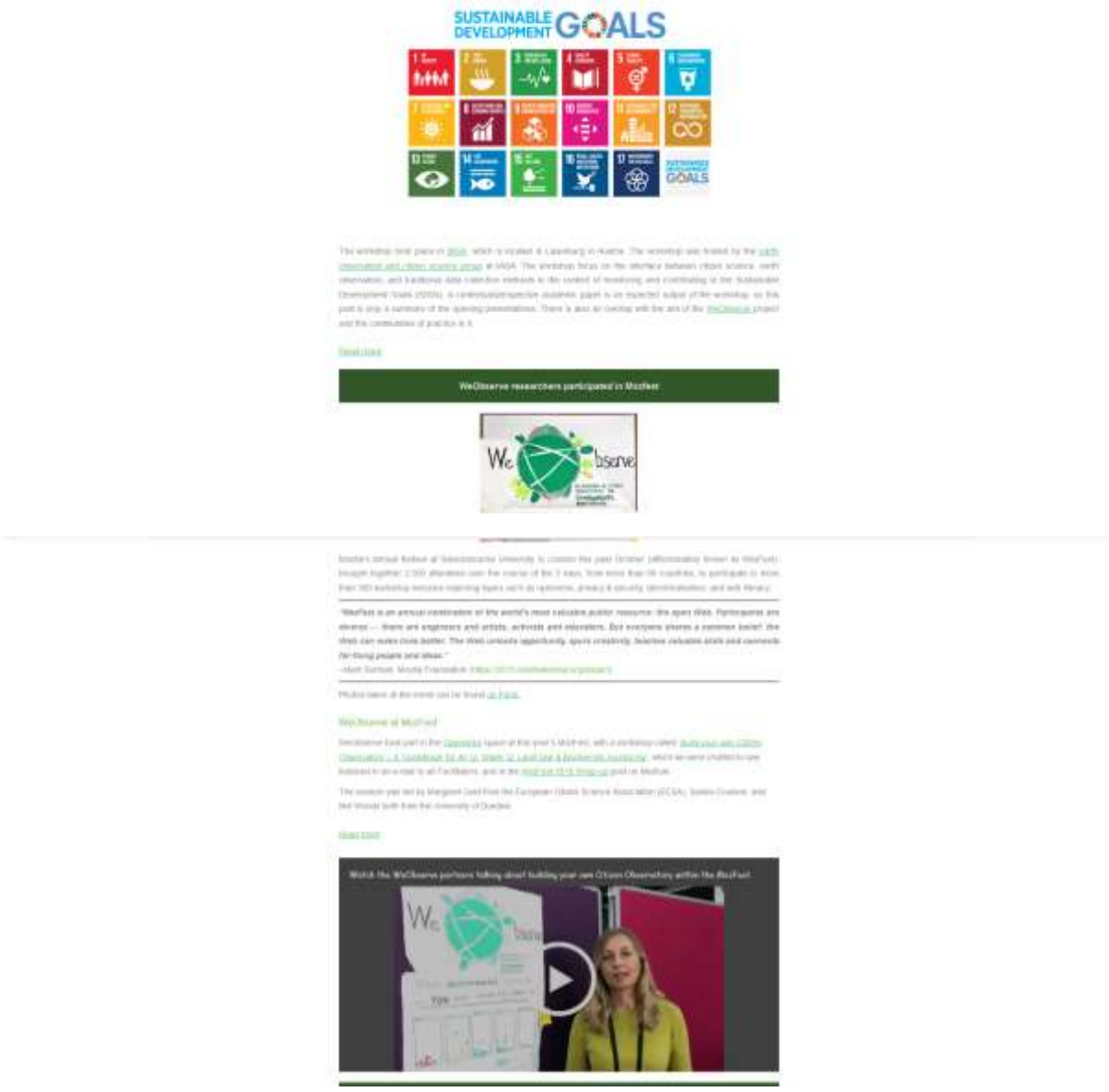
DR. UTA WEHN


WeObserve launches its 4th Community of Practice (CoP) & holds the second CoP Forum within COWM Conference in Venice
Communities of Practice
www.weobserve.eu
Call-to-action
The WeObserve knowledge platform is on-air
More News...

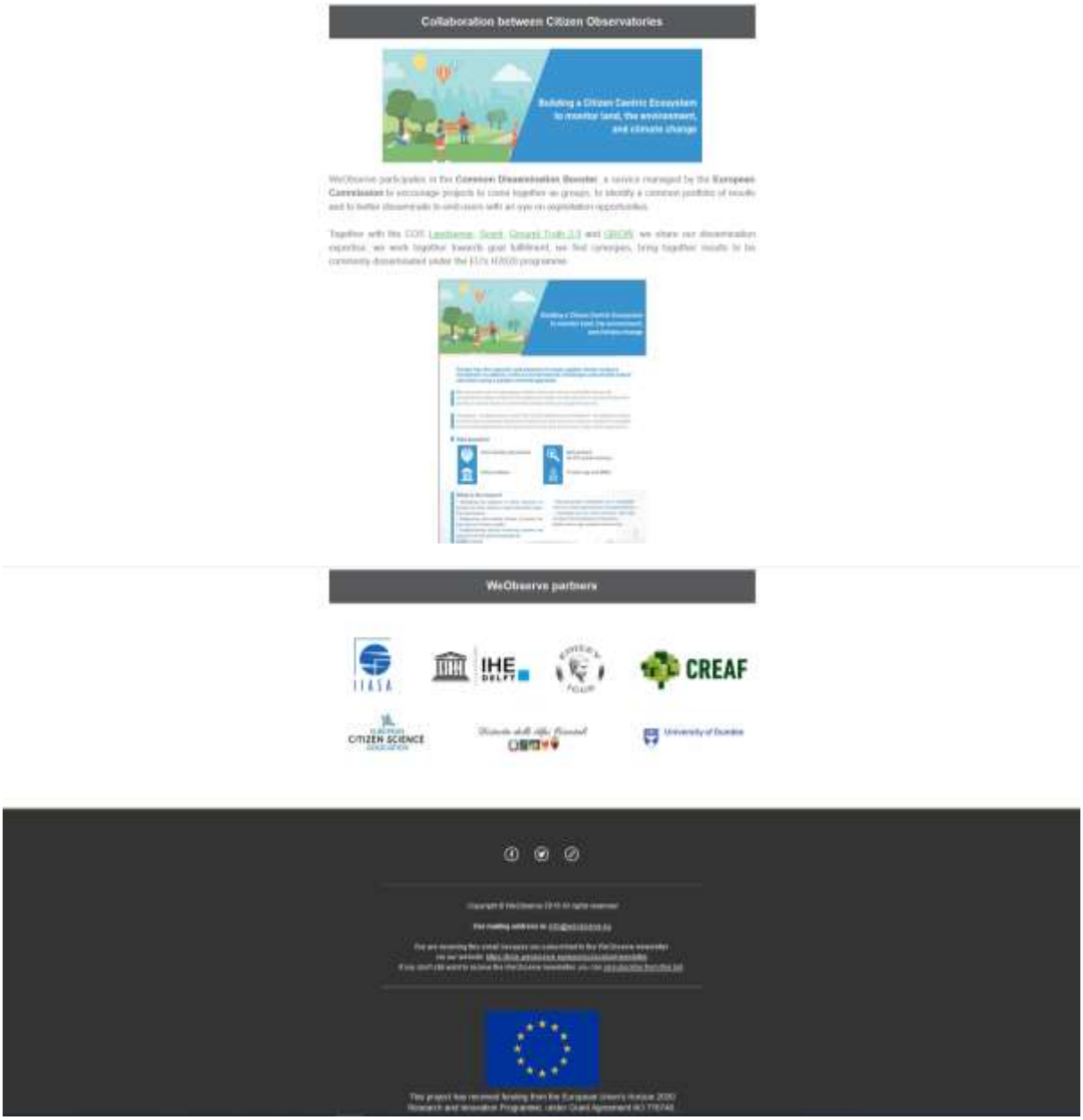
Elevating Citizen science at GEOSS

Elevating Citizen science at GEOSS

Non-traditional data approaches and the Sustainable Development Goals workshop in NASA


SUSTAINABLE DEVELOPMENT GOALS
WeObserve researchers participated in MozFest

The OGC's Gardels Award was awarded to the WeObserve partner, Joan Maso, from CREAF
A new blog post from our WeObserve partners, Joan Maso and Ester Pon
Upcoming Events
UPCOMING EVENTS
Collaboration between Citizen Observatories
Building a Citizen Centric Ecosystem to monitor land, the environment, and climate change


Collaboration between Citizen Observatories
Building a Citizen Centric Ecosystem to monitor land, the environment, and climate change
WeObserve partners
IIASA
IHE DELFT
CREAF
CITIZEN SCIENCE

An Ecosystem of Citizen Observatories for Environmental Monitoring

Disclaimer:

Content reflects only the authors' view and European Commission is not responsible for any use that may be made of the information it contains.