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Disruptive Technologies for EO Data Provenance Media Pack

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Document versioning

Date (MM.YYYY)	Version	Author	Changes
11.2025	0.1	Beata Kroszka (CloudFerro)	Initial draft
12.2025	1.0	Beata Kroszka (CloudFerro)	First release
03.2026	2.0	Beata Kroszka (CloudFerro)	Second release <ol style="list-style-type: none">1. Change of the consortium leader from Guardtime to Protexius2. Change of the project webpage domain3. Change of the second event to FOSS4G Europe, Timisoara4. Additional LinkedIn communication activities and related web blog stories (from December 2025 until February 2026)5. Extended communication analytics
05.2026	3.0	Beata Kroszka (CloudFerro)	Final version (third release) <ol style="list-style-type: none">1. Change of the consortium leader name from Protexius to Kaitan (new logo included)2. Change of the second event to Φ-nnovation Summit, Frascati3. Additional LinkedIn communication activities and related web blog stories (from March 2026 until May 2026)4. Extended communication analytics

1. Introduction

1.1. Purpose and scope

This Media Pack has been developed to support the communication and outreach activities of the Trace4EO project. It brings together all essential materials – descriptions, visuals, branding elements, use case summaries, timelines, partner information, as well as communication analytics and web blog stories – into one coherent package. Its main purpose is to ensure that all project partners communicate about Trace4EO in a consistent and effective manner, using shared messages and a unified visual identity.

The Media Pack also helps external audiences quickly understand what Trace4EO is, why it matters, and how its results can be used. It provides clear explanations of the project's objectives, the technologies explored, and the real-world use cases that demonstrate the added value of provenance for EO and AI. By including social media and website analytics alongside ready-to-use communication assets such as web blog stories, the Media Pack supports outreach efforts across events, publications, and online channels, amplifying the visibility and impact of the project.

Compared to version 2.0, this version 3.0 of the Media Pack has been updated to reflect the change of the consortium leader name from Protexius to Kaitan, with the new logo included in the annexes. It also incorporates additional LinkedIn communication activities and the related web blog stories, as well as extended communication analytics covering the period from November 2025 to May 2026.

1.2. Structure of the document


The document consists of the following chapters:

1. Introduction – purpose and scope
2. Trace4EO – Media Kit (short version) – concise public-facing project description
3. Trace4EO – Media Kit (extended version) – detailed project overview, value proposition, and use cases

4. Web blog stories – communication articles prepared for dissemination
5. Data Analytics – social media analytics and website metrics
6. Summary – synthesis of all communication materials produced

1.3. Annexes

Name	File	
Project Logo (Trace4EO)	Trace4EO_logo.png	
ESA Logo	esa-brand-manual_logo.pdf	
ESA Φ -lab Logo	ESA Philab_logo.jpg	
Consortium Logos (Kaitan)	Kaitan.svg	 <p>Dark mode:</p> 
Consortium Logos (CloudFerro S.A.)	CloudFerro_logo.png	

Consortium Logos (Alt239)	Alt239_logo.png	
Trace4EO webpage image	Trace4EO_photo_AdobeStock_1218421571.jpg	
Trace4EO mediapack	Trace4EO_mediapack_Final.zip	Media Kit short and extended version (3.0)
Trace4EO webpage reports	Trace4EO_webpage_reports.zip	

2. Trace4EO – Media Kit (short version)

Disruptive Technologies for Provenance of Earth Observation (EO) Data

Project Overview

Trace4EO is an ESA-funded project developing an open-source prototype showing how disruptive provenance technologies improve trust, transparency, and reproducibility in EO workflows.

Short Description

Trace4EO is an ESA-funded innovation project developing an open-source prototype for traceability and provenance of Earth Observation (EO) data. By leveraging disruptive technologies, the project strengthens transparency, reliability, and reproducibility in EO workflows, ensuring data integrity for scientific, operational, and AI-driven applications.

The project runs from 16 June 2025 to 16 June 2026 and is delivered by Kaitan, CloudFerro, and Alt239. Originally led by Guardtime, the consortium leadership was transferred to Kaitan in March 2026.

Mission

To build a trustworthy and transparent ecosystem for Earth Observation by developing a prototype that demonstrates how disruptive provenance technologies can improve reproducibility, integrity, and usability of EO data and AI models.

Objectives

- Identify disruptive technologies for provenance.
- Build an open-source EO provenance prototype.
- Demonstrate added value through real-life use cases.
- Engage end-users and build community.

Use Cases

1. Forecasting Cereal Yields Using Traceability combined with Sentinel and Meteorological Data.
2. Traceability for AI Modelling.

Key Milestones

- Launch: 16.06.2025
- Requirements Review: 15.09.2025
- Interim Review: 02.04.2026
- Final Review: 15.06.2026

Events & Engagement

- ESA-ECMWF Workshop, Bologna: 13-17.04.2026
- Online workshop, 28.05.2026
- Workshop in ESA Φ -lab at the Φ -nnovation Summit, Frascati: 25.06.2026
- Stakeholders: JRC, POLSA, ESA teams.

Contacts

Project Coordinator (ESA): Mounia El Baz

Project Manager (Kaitan): Tuuli Lõhmus

Website: <https://trace4eo.com/>

3.Trace4EO – Media Kit (extended version)

Disruptive Technologies for Provenance of Earth Observation (EO) Data

Project Overview

Trace4EO is an ESA-funded project developing an open-source prototype showing how disruptive provenance technologies improve trust, transparency, and reproducibility in EO workflows.

Extended Description (≈150 words)

Trace4EO – *Disruptive Technologies for Provenance of Earth Observation Data* – is an innovative initiative funded by the European Space Agency (ESA) Φ-lab. The project addresses the growing challenge of ensuring trust, transparency, and traceability in the rapidly expanding EO data ecosystem. As the volume of EO data increases, its effective and reliable use in downstream applications requires robust methods for tracking lineage, verifying processing steps, and ensuring reproducibility.

Trace4EO develops an open-source software prototype that implements provenance mechanisms and demonstrates their value through real-life use cases, including EO product verification and traceability in AI modelling workflows. The project is led by a consortium of European experts – Kaitan, CloudFerro, and Alt239 – and places strong emphasis on community engagement to ensure that the developed solutions meet operational needs and are adopted by potential end-users. The consortium was originally led by Guardtime, with the leadership formally transferred to Kaitan in March 2026.

The project runs from **16 June 2025 to 16 June 2026**.

Mission

To build a trustworthy and transparent ecosystem for Earth Observation by developing a prototype that demonstrates how disruptive provenance technologies can improve reproducibility, integrity, and usability of EO data and AI models.

Objectives

- Identify disruptive technologies that address key provenance challenges in the EO domain.
- Develop an **open-source software prototype** implementing EO data provenance mechanisms.
- Validate the prototype through real-life use cases and demonstrate added value.
- Engage with the scientific community and stakeholders to promote adoption.
- Build a user community that supports the sustainability of the work beyond the project's duration.

Consortium

- **Guardtime (Estonia):** A global leader in data integrity and provenance technologies (*participated as consortium leader until February 2026*).
- **Kaitan (Estonia):** Experts in data integrity and provenance technologies (*acting as consortium leader from March 2026*).
- **CloudFerro (Poland):** A provider of cloud computing infrastructure and services for Earth Observation platforms.
- **Alt239 (France):** Experts in Earth Observation and metadata management.

Use Case 1 – Forecasting Cereal Yields Using Traceability with Sentinel and Meteorological Data

This use case demonstrates how traceability enhances the accuracy, reliability, and credibility of crop yield forecasts derived from satellite and meteorological data. Using inputs from ESA's Sentinel-3 missions (optical and thermal indicators) together with ERA-5 Land meteorological variables, machine learning models are trained to predict cereal yields at the NUTS-2 regional level.

Traceability ensures that every step of the forecasting workflow—from data acquisition to model training and validation—is fully documented and verifiable. This allows users to understand exactly which datasets, parameters, and model configurations contributed to a given prediction. Such transparency is essential for agricultural policymakers, public agencies, and farmers who rely on yield estimates for decisions related to food security, subsidies, and resource planning.

The approach is scalable, transferable to other crops or regions, and supports critical needs such as auditing, reproducibility, and long-term monitoring of agricultural conditions.

Use Case 2 – Traceability for AI Modelling

This use case focuses on how traceability strengthens trust and regulatory compliance in AI systems trained on Earth Observation data. As AI models become widely used in operational and commercial settings, users increasingly require transparency about the origin, quality, and processing history of the data used to train them.

Traceability enables AI providers and users to record and verify which satellite images, tiles, or pre-existing models contributed to a training dataset, as well as all transformations applied along the way. This supports compliance with emerging regulations, including the EU AI Act, which mandates documentation of training data, logging of model lifecycle activities, and auditability.

By ensuring that AI models can be linked back to authenticated, well-described input data, the use case enhances trust, fairness, and quality assessment. It also enables independent third-party verification—an important requirement for high-risk AI systems—and provides significant added value to organizations building or using AI for EO applications.

Key Milestones

- Launch: 16.06.2025
- Requirements Review: 15.09.2025
- Interim Review: 02.04.2026
- Final Review: 15.06.2026

Events & Engagement

- ESA-ECMWF Workshop, Bologna: 13-17.04.2026
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Contacts

Project Coordinator (ESA): Mounia El Baz

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Website: <https://trace4eo.com/>

4. Web blog stories

The web blog stories included in this Media Pack are based on communication content that has previously been published in shorter form (e.g. bullet-point news items and brief announcements) on partner channels. For the purpose of this deliverable, these materials have been expanded and consolidated into narrative web stories suitable for publication on the Trace4EO webpage and for further dissemination.

The stories cover the official launch of the Trace4EO project, the cereal yield forecasting use case, and the AI modelling traceability use case. Together, they provide accessible, public-facing articles that explain the project's objectives, methods, and added value for the EO and AI communities, and can be reused across web, social media, and event communication.

These web stories are derived strictly from the content of the project's official deliverables and previously published communication materials, without introducing new technical claims.

Trace4EO Project Officially Launched to Advance Trust and Transparency in Earth Observation

The Trace4EO project, funded by the European Space Agency (ESA) Φ-lab, was officially launched on **16 June 2025**. The initiative brings together three leading European organisations – **Guardtime** (*) (prime contractor), **CloudFerro**, and **Alt239** – to develop an open-source prototype that demonstrates how disruptive provenance technologies can improve trust, transparency, and reproducibility in Earth Observation (EO) data workflows.

As EO data volumes continue to grow, ensuring the reliability and verifiability of the information derived from satellite observations has become increasingly important. Trace4EO addresses this challenge by applying traceability methods that track input data, metadata, processing chains, and machine learning model configurations through the entire workflow. This helps operational users, researchers, and policy makers validate results, understand data lineage, and meet emerging regulatory requirements, such as those associated with trustworthy AI.

Over the course of its one-year duration, the project will demonstrate provenance-enabled workflows through two real-world use cases: **forecasting cereal yields using Sentinel and meteorological data**, and **traceability for AI modelling**. These cases highlight how transparent data pipelines benefit both domain-specific applications and general AI/ML workflows.

The project will also focus on building awareness and engaging the EO community. Outreach activities include conference participation, workshops, webinars, and public communication through social media and the Trace4EO website. Public deliverables and the open-source prototype will be made available throughout the project, ensuring broad accessibility and supporting adoption beyond the project's lifetime.

With its launch, Trace4EO begins a collaborative effort to strengthen the integrity and usefulness of EO data across scientific, commercial, and policy-making domains. The project sets the foundation for more reliable and verifiable EO-based services, paving the way for future innovations in data governance, AI transparency, and operational decision-making.

(*) At the time of launch, the consortium was led by Guardtime. In March 2026, the consortium leadership was transferred to another Estonian company, initially operating under the name Protexius and later renamed Kaitan.

Using Traceability to Improve Cereal Yield Forecasting Across Europe

Accurate and timely crop yield forecasts are essential for supporting food security, agricultural planning, and policy decision-making across Europe. As part of the Trace4EO project, the consortium is developing a provenance-enabled workflow that combines Earth Observation data from ESA's Sentinel missions with meteorological information to produce reliable cereal yield forecasts at regional scale.

The use case focuses on integrating **Sentinel-3 optical and thermal indicators** with **ERA-5 Land meteorological variables**, such as air temperature, precipitation, soil moisture, and solar radiation. These datasets form the basis of machine learning models that predict yields for selected crops at the NUTS-2 administrative level. What sets this approach apart is the addition of **traceability**, which records every

step of the workflow, from data acquisition to model configuration and validation, ensuring that forecasts are transparent, auditable, and reproducible.

Traceability helps address several practical challenges identified during stakeholder consultations with institutions such as the Joint Research Centre (JRC) and the Polish Space Agency (POLSA). These organisations emphasised the importance of verifying input data quality, tracking metadata changes, and ensuring consistent comparisons when forecasting models are revisited after reprocessing cycles or algorithm updates. By documenting data lineage and processing details, the Trace4EO workflow enables users to understand precisely how results were obtained and to validate the integrity of the predictions.

The cereal yield forecasting use case demonstrates the value of provenance not only for agricultural monitoring but also for broader EO-based applications. The methodology is scalable, allowing it to be adapted to other crops, regions, and modelling frameworks. It also supports operational needs such as auditing, subsidy management, insurance assessments, and long-term agricultural planning.

Through this work, Trace4EO highlights how combining EO data, machine learning, and structured traceability can strengthen confidence in environmental information systems and provide actionable insights for policy makers, analysts, and the agricultural sector.

Strengthening Trust in AI Models Through Traceability in Earth Observation Workflows

As artificial intelligence becomes increasingly integrated into Earth Observation (EO) applications, the ability to verify how AI models are trained and what data they use has become essential. The Trace4EO project addresses this challenge by introducing a traceability framework that documents the entire lifecycle of AI models trained on EO data—improving transparency, accountability, and regulatory compliance.

The use case demonstrates how traceability captures detailed information about the datasets and model components used during AI development. This includes identifying satellite images or image tiles, recording their origins and metadata, and documenting all transformations applied before training.

This capability has become particularly important with the introduction of the **EU AI Act**, which requires providers of high-risk AI systems to maintain documentation on data provenance, training processes, and model behaviour. By integrating provenance tracking into EO-based AI workflows, Trace4EO helps organisations meet these requirements and supports the development of trustworthy and explainable AI systems.

Consultations conducted with stakeholders and AI practitioners highlighted a growing need for independent verification of AI model quality. As AI models become widely used in public services, commercial operations, and scientific research, users increasingly expect assurances about the originality, authenticity, and reliability of the underlying training data. Traceability provides a mechanism to assess these aspects objectively and consistently, reducing risks and improving confidence in AI-driven decisions.

This use case also showcases how provenance enables interoperability and scalability. By using standardised, vendor-neutral approaches, Trace4EO allows organisations to integrate traceability into diverse AI pipelines, from cloud-based model training to federated learning environments, without disruption.

By demonstrating traceability for AI modelling, Trace4EO highlights the importance of building transparent and resilient AI ecosystems that can adapt to evolving regulatory and operational needs, ultimately strengthening trust in EO-powered machine learning solutions.

Mid-Term Review with ESA: Trace4EO strengthens its roadmap for EO data traceability

New Media Package and Community Development Report support communication, outreach and community building.

On 16 December, the Trace4EO consortium met with the European Space Agency (ESA) for the project's Mid-Term Review. The meeting marked an important checkpoint in validating the technical direction of the traceability solution and in assessing how well the project responds to the needs of the Earth Observation (EO) and AI communities.

During the review, the partners presented the overall progress of Trace4EO, from the first building blocks of the traceability framework to early prototypes supporting transparent, verifiable EO data pipelines. The discussions focused on how the solution can help users understand where data comes from, how it has been processed and how AI models have been trained, making EO-based products more trustworthy and easier to audit.

The consortium also showcased how project activities are aligned with community needs. Feedback collected from early adopters, stakeholders and ecosystem partners – including technology and cloud providers, as well as use case partners such as **Dataionics** – is being used to refine requirements and guide the next development steps. This dialogue ensures that Trace4EO does not remain a purely theoretical concept but evolves alongside real operational and research workflows.

A key outcome of the Mid-Term Review was the submission of two major deliverables that structure the project's outreach and communication activities:

- **Media Package** – a set of core messages, visual assets and guidelines that supports consistent communication about Trace4EO across channels and partners. It is intended to make it easier for all consortium members to present the project in a clear and coherent way to different audiences, from technical communities to policy-makers and potential users.
- **Community Development Report** – a comprehensive overview of the project's community-building strategy. The report documents the initiatives taken so far (such as conference contributions, online presence and stakeholder meetings), the feedback received from different groups, and the roadmap for future activities, including events, publications and collaborations.

Together, these deliverables provide a structured foundation for engaging with the broader EO and AI ecosystem. They help the project communicate why data provenance and traceability matter, how Trace4EO approaches the challenge, and what opportunities exist for stakeholders to get involved.

Looking ahead to the second half of the project, the consortium will focus on further maturing the technical components, testing the solution in real-life use cases and expanding its outreach. In particular, Trace4EO plans to deepen

collaboration with existing partners and invite new organisations – from research, industry and public institutions – to explore how traceability can support their EO-based services and decision-making processes.

Both the **Media Package** and the **Community Development Report** will be made available in the **Project's Documents** section of the Trace4EO webpage. Their publication marks a significant step towards wider dissemination of the project's results and towards building an active community around trustworthy, traceable EO and AI workflows.

Trace4EO at the 5th ESA–ECMWF Machine Learning Workshop

The Trace4EO team will be represented at the 5th ESA–ECMWF Machine Learning Workshop in Bologna on 13 April 2026. The project will be presented in the context of growing interest in trustworthy and auditable machine learning workflows for Earth Observation (EO).

The abstract “**Trace4EO: A Provenance Framework for Integrity, Transparency, and Reproducibility in Earth Observation Workflows**” has been officially accepted for the event. The contribution will focus on how provenance technologies can support transparent, robust and reproducible EO services by systematically tracking data, processing steps and model configurations.

As EO data volumes continue to increase, traditional priorities such as performance and spatial resolution are no longer sufficient. Operational EO products now depend on complex processing chains, evolving satellite baselines and AI-based analytics. In this environment, **traceability and data provenance** become essential to ensure that results can be verified, audited and reproduced over time. This is particularly important for applications that support policy-making, monitoring and reporting obligations.

Trace4EO directly addresses these challenges. Funded by ESA Φ-lab and implemented by **Kaitan**, **CloudFerro** and **Alt239**, the project aims to develop and demonstrate an open-source provenance framework for EO workflows. Its goals include:

- enabling transparent and auditable EO processing chains,

- supporting reproducible EO products over time, and
- increasing trust in AI-driven EO services.

The workshop will provide an opportunity to present the Trace4EO approach to the wider EO and machine learning communities and to collect feedback from experts working at the intersection of data, modelling and AI.

Participants interested in EO traceability, provenance or trustworthy EO workflows are invited to connect with the Trace4EO team during the event in Bologna.

Trace4EO presented at the 5th ECMWF–ESA Machine Learning Workshop in Bologna

Trace4EO was presented at the 5th ECMWF–ESA Machine Learning Workshop in Bologna, an event focused on the use of machine learning for Earth Observation, Earth system modelling and prediction. The workshop provided an opportunity to showcase the project approach and discuss one of the key challenges addressed by Trace4EO: how to strengthen trust in increasingly complex EO and AI workflows.

As Earth Observation data volumes continue to grow and machine learning methods are applied across more stages of data processing and analysis, users increasingly need reliable ways to understand, verify and reproduce highly derived outputs. During the discussions in Bologna, a recurring topic was the need to go beyond explainability alone. In workflows involving multiple input assets, processing steps, model versions and fine-tuning stages, trust depends not only on understanding model behaviour, but also on being able to verify the full history of data, models and derived products.

Trace4EO addresses this challenge by developing an open-source provenance framework for EO data and AI assets. The solution establishes a verified Chain of Trust based on three core elements: keyless identity signing, immutable transparency logging, and asset-level provenance. The approach uses Sigstore to support identity-bound, short-lived certificates, reducing reliance on long-lived private keys and strengthening the integrity of the signing process. Processing events are recorded in Rekor, creating an independently verifiable audit trail that

supports transparency across the workflow. In addition, input data, models and derived outputs are protected through cryptographic fingerprints, enabling the ancestry of EO products and AI models to be traced across processing and fine-tuning stages.

The discussions in Bologna confirmed the relevance of verifiable provenance for the EO community, particularly as AI-based methods become more widely used in both research and operational workflows. By providing traceable and independently verifiable histories for data and models, Trace4EO supports more transparent, reproducible and trustworthy Earth Observation outputs.

The Trace4EO initiative is funded by ESA Φ-lab and implemented by Kaitan, CloudFerro and Alt239. The article was accompanied by a modified Sentinel-2 image of Bologna, Italy, used as the visual material for the communication activity.

Trace4EO online workshop on EO data provenance

Trace4EO organised an online workshop dedicated to provenance tracking for Earth Observation data. The event presented the Trace4EO solution and its role in supporting trust, transparency and reproducibility in complex EO processing workflows.

The workshop brought together a diverse group of stakeholders, including representatives of ESA from several departments, independent consultants specialising in the Space Domain with a focus on the Geospatial and Earth Observation market, experts in innovation management, a digital solutions company from Estonia, as well as representatives of the project consortium. Kaitan, CloudFerro and Alt239 all contributed to the event by presenting the Trace4EO solution and engaging with participants.

The event provided an opportunity to introduce the Trace4EO framework, explain its main components and demonstrate how provenance mechanisms can be applied in practical EO scenarios. Participants were also shown how to get started with using Trace4EO and how the solution can support the verification of data lineage, processing steps and derived outputs.

The workshop focused on one of the core challenges addressed by the project: the need to make EO workflows more transparent and auditable as they increasingly rely on multiple input datasets, processing chains and AI-based

methods. In this context, provenance tracking helps users understand where data comes from, how it has been processed and how final products or model outputs were generated.

The event was organised by Kaitan, CloudFerro and Alt239 and took place online via Google Meet on 28 May 2026. The interest generated by the workshop continued after the event: already on the following Friday, a geospatial tool development company from Canada contacted the organisers to request access to the video recording.

The online workshop formed part of the project's dissemination and user engagement activities. By presenting the Trace4EO framework directly to potential users and stakeholders, the event supported community building around EO data provenance and provided a valuable channel for collecting feedback on the practical relevance of the solution.

5.Data Analytics

This section presents quantitative indicators describing the communication performance of the Trace4EO project. It summarises data related to webpage visibility and social media outreach, based on measurements collected from the project website and partner communication channels.

The analytics include information such as the number of visits and page views on the Trace4EO website, user behaviour on key pages, as well as reach and engagement statistics for social media posts (e.g. impressions, reactions, comments and shares). Together, these metrics provide an overview of the effectiveness of the project's dissemination activities and support the assessment of how Trace4EO content is accessed and used by the target community.

Webpage visibility

Since the launch of the project website, usage statistics have been collected using Google Analytics. In the reporting period from November 2025 to May 2026, the website recorded the highest activity in November, with 85 active users, followed by 33 active users in December, 40 in January, 15 in February, 11 in March, 11 in April, and 26 in May. The May report covers the period from 1 to 28 May 2026.

The number of new users followed a similar pattern: after the initial peak in November, it decreased in the following months, before showing a moderate increase again between March and May 2026.

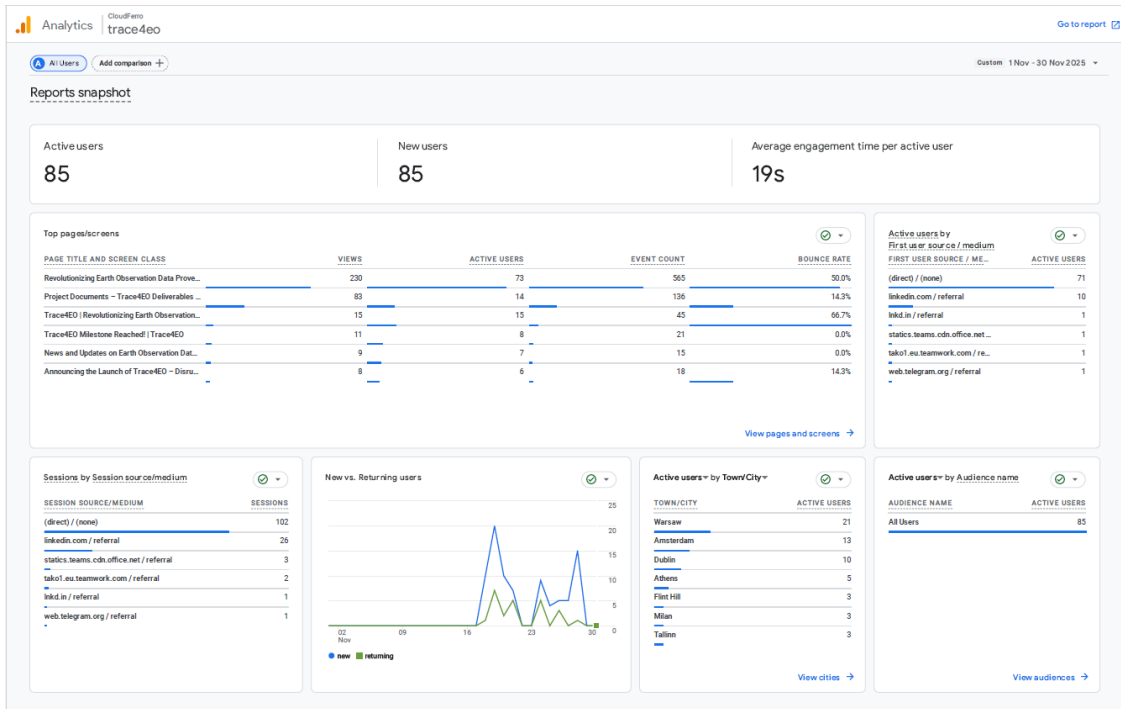
The geographical distribution of users shows that the website reached audiences across several European and international locations. In the first months of reporting, the main locations included Warsaw, Amsterdam, Dublin and Athens, with additional visits from other European and international cities. In the following months, traffic remained geographically diverse, with users recorded from locations in Poland, Finland, Estonia, Italy, France, Spain, Turkey and other countries.

Throughout the reporting period, the most frequently visited section was the main Trace4EO project page. The “Project Documents” section also attracted regular attention, particularly in the earlier months of the reporting period. Additional interest was observed in news-related content, especially updates concerning project progress, stakeholder engagement, consortium changes, and communication around project events such as the Bologna workshop and the online workshop.

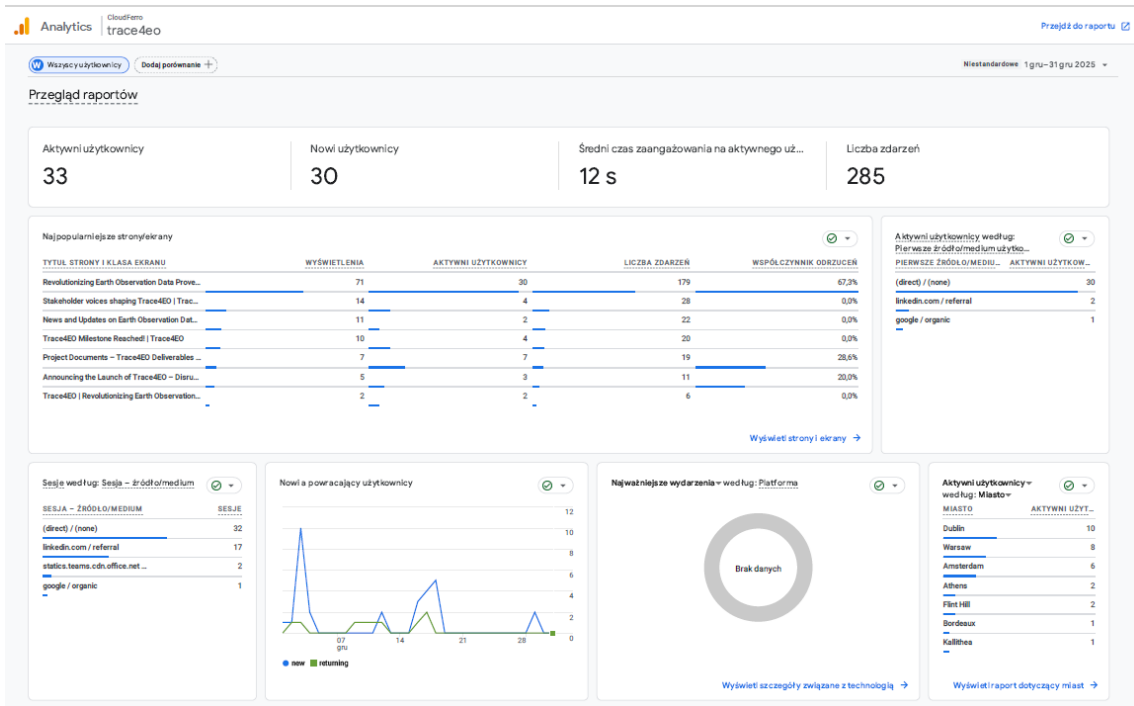
The average engagement time per active user varied across the reporting period. It was 19 seconds in November, 12 seconds in December, increased to 56 seconds in January and 31 seconds in February, reached 59 seconds in March, decreased to 27 seconds in April, and returned to 31 seconds in May. These results indicate that the website served as a stable information point for the project, with engagement peaks linked to periods when new project updates, documents, and event-related information were published.

A detailed Google Analytics report is shown below; for better readability, the full reports are also attached as PDF annexes to this deliverable.

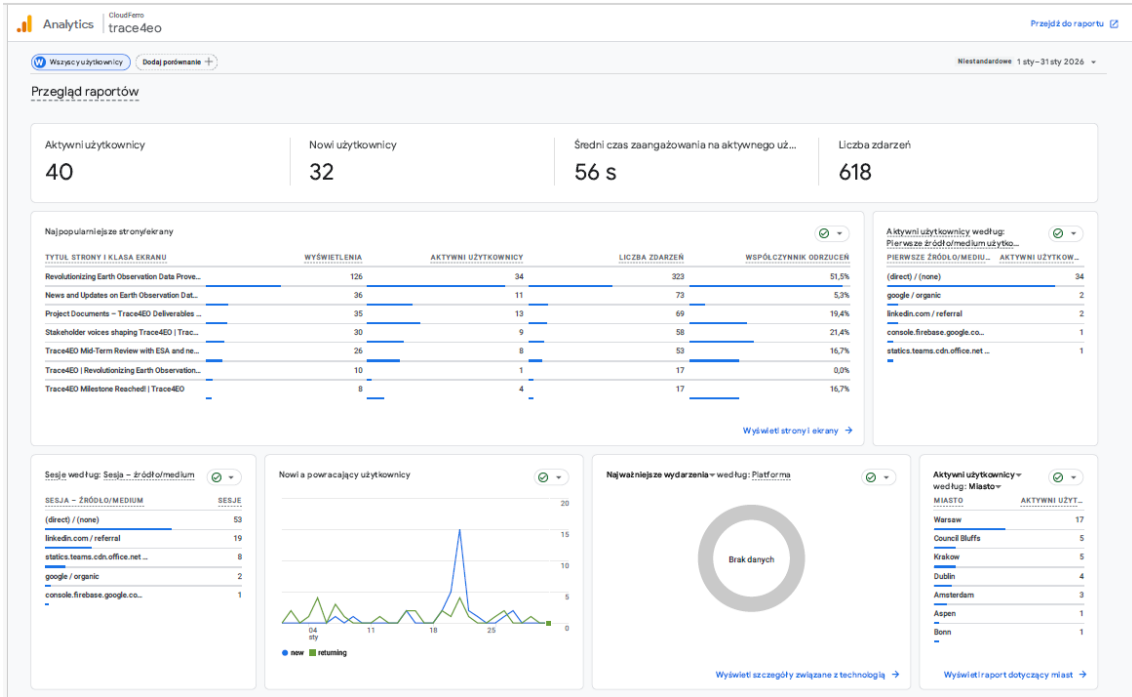
Webpage statistics – November:



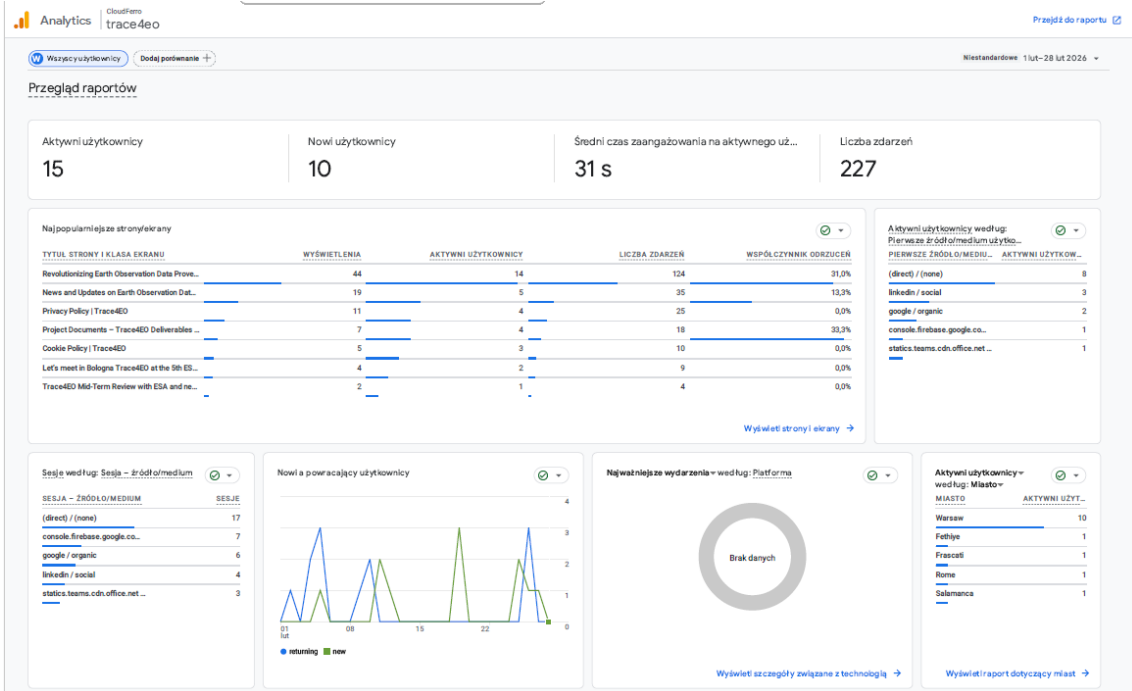
Webpage statistics – December:



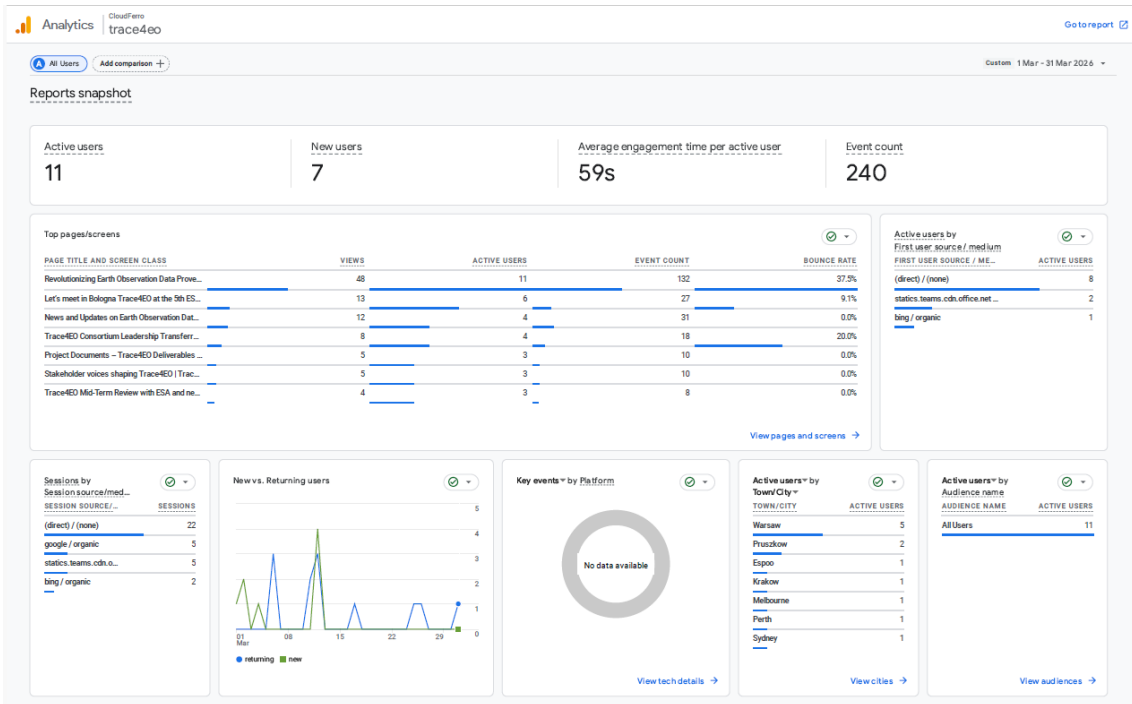
Webpage statistics – January:



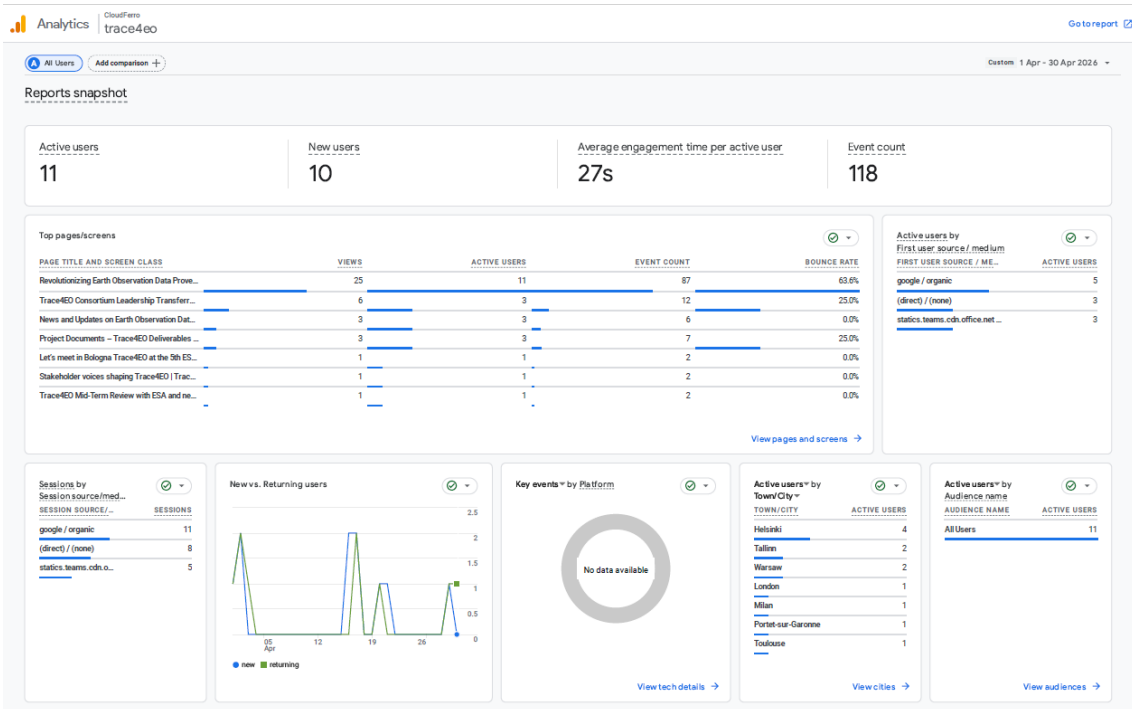
Webpage statistics – February:



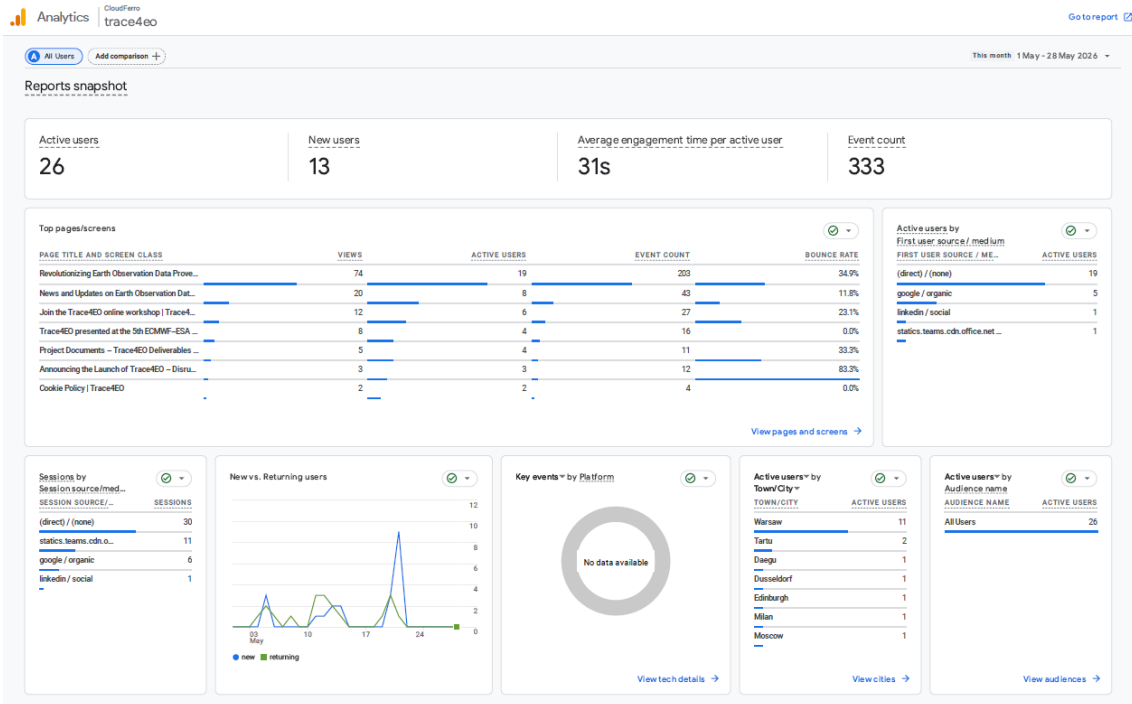
Webpage statistics – March:



Webpage statistics – April:



Webpage statistics – May:



Social media outreach

Since the start of the project, social media communication has been carried out in line with the external communication plan. LinkedIn has been used as the main social media channel for project dissemination, with posts published or shared through the ESA Φ -lab community, partner company accounts, and selected personal expert accounts.

The communication activities covered key project milestones and outreach moments, including the project launch, completion of major deliverables, stakeholder engagement, general project promotion, the announcement of the ESA-ECMWF workshop in Bologna, feedback after the Bologna workshop, and promotion of the Trace4EO online workshop.

Overall, the LinkedIn communication activities recorded **348 reactions**, **19 reports**, and **20552 impressions** across the available analytics. The “members reached” metric was available only for selected channels and amounted to **4706 members reached** in total. Where channel-level data was not available, the table below includes only the reported metrics.

The corresponding reach and engagement figures are presented below.

Post	Subject	Channel (LinkedIn)	Reactions	Reposts	Impressions	Members reached
1	Trace4EO project launch	ESA Φ-lab community, Guardtime, CloudFerro	92	5	5299	1461
2	Trace4EO first milestone reached	ESA Φ-lab community, Guardtime, CloudFerro	49	4	3238	1181
3	Stakeholder voices shaping Trace4EO	ESA Φ-lab community, CloudFerro	26	1	1862	488
4	Trace4EO general project information	CloudFerro, Patryk Grzybowski personal account	70	3	3306	n/a
5	Bologna ESA-ECMWF workshop announcement	ESA Φ-lab community, CloudFerro	33	2	1921	520
6	Feedback from Bologna workshop	CloudFerro, Patryk Grzybowski personal account	70	3	4521	812
7	Online workshop promotion	Patryk Grzybowski personal account, Kaitan EU	8	1	405 (*)	244 (*)
Total			348	19	20552	4706

(*) For the online workshop promotion, impressions and members reached were available only for one of the listed channels.

The strongest performance was recorded for the project launch communication and the feedback after the Bologna workshop. These posts generated the highest visibility in terms of impressions and engagement, indicating that both the initial project announcement and event-related communication were effective in reaching the EO and AI communities. The results also show that dissemination through multiple channels, including the ESA Φ-lab community and partner accounts, helped extend the reach of Trace4EO communication beyond the project consortium.

6. Summary

This Media Pack consolidates the communication and dissemination materials prepared within the Trace4EO project. It includes the project overview, objectives, key facts, value proposition, visual identity elements, use case summaries, web blog stories, and communication analytics. By collecting these materials in a single structured document, the Media Pack supports consistent communication across project partners and strengthens the visibility, recognisability, and transparency of the Trace4EO initiative.

The final version of the Media Pack also documents the project's public outreach activities carried out through the Trace4EO website, LinkedIn communication, event-related content, and online dissemination. The web blog stories provide narrative, public-facing descriptions of key project topics and activities, including the project launch, use cases, mid-term review, participation in the ESA-ECMWF Machine Learning Workshop in Bologna, and the online workshop on EO data provenance.

The analytics section summarises website visibility and social media outreach performance, based on Google Analytics reports and LinkedIn metrics collected during the reporting period from November 2025 to May 2026. These data provide an overview of how Trace4EO content was accessed and engaged with by the target community.

Overall, the Media Pack provides a complete set of communication resources supporting project dissemination, stakeholder engagement, and community building around trustworthy, transparent, and reproducible Earth Observation and AI workflows.