



# ASTRAIOS

Analysis of Skills, Training, Research and Innovation Opportunities in Space

## D4.5

# COMMUNICATION AND DISSEMINATION ACTIVITIES REPORT

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## Abstract

This deliverable outlines the communication and dissemination activities implemented within the framework of the ASTRAIOS project to ensure widespread visibility, stakeholder engagement, and effective exploitation of project results. Developed under Work Package 4000, the Communication and Dissemination Strategy guided all outreach efforts across the project's lifecycle, structured around three main phases: awareness-raising, stakeholder engagement, and impact generation. The report provides a comprehensive overview of the tools, channels, and tailored approaches employed to address distinct target audiences. Key achievements include participation in over 40 relevant events, production and distribution of more than 2,000 promotional materials, active and sustained presence across social media platforms, and the development of a final communication legacy pack to support post-project visibility. Quantitative and qualitative indicators demonstrate the effectiveness of the strategy in meeting its objectives, with a broad geographic reach and high levels of engagement.

## Keywords

Communication & Dissemination, Networking actions, ASTRAIOS Legacy



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## 1. INTRODUCTION

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The sustainable growth and competitiveness of the European space sector depend on high educational standards, a skilled workforce, and continuous opportunities for upskilling. Addressing this need, the **ASTRAIOS (Analysis of Skills, Training, Research and Innovation Opportunities in Space)** project, a Horizon Europe Coordination and Support Action (CSA), aimed to provide a comprehensive overview of the current and future space education offer in the EU-27 and its alignment with industry demand.

The project mapped existing space-related curricula and courses at Bachelor, Master, postgraduate, and continuing education levels, alongside an assessment of the costs and time associated with such studies. A socio-economic analysis of enrolled students fed into the creation of a Europe-wide taxonomy of space-related competencies and skills. In addition to analyzing the current landscape, ASTRAIOS anticipates future industry needs, addressing both technical and transversal skills such as teamwork, multicultural awareness, multidisciplinary collaboration, and creative problem-solving — competencies essential for the next generation of European space professionals.

Building on these findings, ASTRAIOS evaluated the adequacy of current curricula and proposed measures to harmonise academic offerings with industry needs over the next 10–15 years. The project also developed specialised modules in Earth Observation (EO) and Positioning, Navigation and Timing (PNT), in addition to raising awareness of career opportunities and attracting new talent to the sector. By bridging the gap between education and industry, ASTRAIOS contributes to fostering innovation and enhancing Europe’s competitiveness in the global space domain.

To ensure broad and lasting impact, ASTRAIOS established a dedicated Communication and Dissemination Strategy (D4.3)<sup>1</sup> during the early months of project operation. This strategy provided a structured framework for:

- Organising and implementing communication and dissemination activities to maximise project visibility and impact
- Guiding outreach towards key stakeholders, including academia, industry, policy makers, and wider communities across the EU-27+UK
- Supporting day-to-day communication within the consortium to ensure coherence and efficiency
- Promoting project results in a way that ensures their exploitation and long-term value.

The strategy has been implemented by professional partners with strong expertise in communication and dissemination. In particular, EASN-TIS, one of Europe’s leading actors in this field, ensured high-quality outreach and engagement. Together, the project partners have been fully committed to delivering immediate, measurable benefits and long-lasting impact on Europe’s space education and skills landscape.

This deliverable, **D4.5: Communication and Dissemination Activities Report**, is a key component of **WP4000**. It provides a detailed dissection of the implemented communication and dissemination actions and activities undertaken throughout the project lifetime, ensuring that project outcomes have been widely shared, effectively exploited, and consistently aligned with ASTRAIOS’ overarching objectives.

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<sup>1</sup> [https://www.astraios.eu/files/ugd/96e5cd\\_00077d9234d1465bbadd6b6652a37995.pdf](https://www.astraios.eu/files/ugd/96e5cd_00077d9234d1465bbadd6b6652a37995.pdf)

## 1.1 Objectives and Scope of this Deliverable

The dissemination and communication activities carried out throughout the ASTRAIOS project were strategically aligned with the technical progress and evolving focus of the project across its different phases. The approach followed a dynamic and adaptive model, ensuring that outreach efforts were relevant, timely, and targeted to appropriate stakeholder groups. The initial strategy (D4.3) remained under continuous evaluation and revision to reflect project developments and maximize visibility and impact.

The implementation of communication and dissemination activities followed the progression of the project in three key phases:

- **Initial Phase (Months 1–6):** During the early stage of the project, technical work primarily focused on laying the foundation for later development activities. Consequently, communication activities during this period concentrated on introducing the project’s objectives, scope, and expected outcomes. Key outputs included the launch of the ASTRAIOS public website and social media channels, the creation of promotional materials (e.g., leaflets, posters, banners), and the development of a coherent visual identity for the project.
- **Mid-Term Phase (Months 7–36):** At this stage, the project began generating tangible results, including the development of the ASTRAIOS Competence and Skills Framework and the ASTRAIOS space-related curricula and courses offered in EU-27 & UK in 2023, and the engagement of key stakeholders through workshops and events. Dissemination activities increased in both frequency and visibility, with a more robust ASTRAIOS presence at sectoral events, direct interaction with national and European stakeholders, and enhanced outreach. Communication outputs included event coverage, newsletters, and news articles linked to major milestones.
- **Final Phase (Months 13–36):** In the final stage of the project, communication and dissemination activities focused on maximizing awareness, expanding stakeholder engagement, and ensuring the uptake and exploitation of results. Strategic emphasis was placed on promoting the ASTRAIOS Knowledge Hub, MOOCs, and Webinars, presenting final project findings, and sharing recommendations with the education, research, and policy communities. The impact of coordination and synergistic efforts was fully realized during this phase, highlighting ASTRAIOS contributions to strengthening space-related skills development across Europe.

Throughout the project lifecycle, the Initial Communication and Dissemination Strategy was implemented as a living document, constantly updated to reflect the evolving needs of the project and its stakeholders. The strategy remained flexible and responsive, ensuring that the right messages were communicated to the right audiences, using the most appropriate channels and formats. The Dissemination Manager (EASN-TIS) coordinated these efforts, ensuring consistency, timely delivery, and strategic alignment across all consortium partners.

The planning, execution, and evaluation of ASTRAIOS dissemination and communication activities were documented in the following deliverables:

- D4.1 Student and EU-University outreach report
- D4.2 Training catalogue collecting all training materials developed in the project
- D4.3 Communication and Dissemination Strategy
- D4.4 Project website and social media presence
- D4.5 Communication and Dissemination activities report

This final deliverable aims to:

- Provide a comprehensive report on all dissemination and communication activities carried out during the project and outline actions to be implemented post-project
- Present an evaluation of the effectiveness and reach of these activities, using qualitative and quantitative indicators
- Offer recommendations for future communication actions, where relevant, to further enhance the exploitation and visibility of the ASTRAIOS outcomes and outputs.

## 2. THE ASTRAIOS COMMUNICATION AND DISSEMINATION STRATEGY

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### 2.1 Communication and Dissemination Plan Overview

The primary objective of WP4000 "Communication" was to design and implement effective communication and outreach strategies to promote space-related careers at the Bachelor's and Master's levels across Europe. Additionally, it aimed to develop a targeted and systematic dissemination and networking plan to ensure the project's main outcomes and results reached all relevant audiences efficiently.

The main goals of this work package were achieved through several key actions:

- Conducting promotional campaigns aimed at students and young researchers across Europe to inspire interest in space-related studies and careers
- Developing and distributing a range of communication materials, such as brochures, posters, leaflets, booklets, website content, and videos
- Creating and delivering educational and training resources for users of Copernicus and Galileo systems
- Supporting student mobility and continuous education, including initiatives for re-skilling and lifelong learning
- Better engage with underrepresented countries and communities to ensure broader access to resources and opportunities
- Tackle the "gender-gap" aspect in the space sector, promote equal opportunities, and encourage young women to pursue careers in space
- Ensuring the effective and sustainable dissemination of project knowledge and results within the consortium and wider stakeholder communities through tailored communication approaches.

WP4000 activities were carried out throughout the entire duration of the project, ensuring consistent and timely communication of updates, progress, and achievements.

The communication and dissemination strategy was structured around four main pillars:

1. **Setting dissemination goals** – Defined in alignment with project needs and expected outcomes at each implementation stage.
2. **Identifying target audiences and communication methods** – Specific audiences (e.g., general public, students, industry, policymakers, and scientific community) were identified, with communication methods tailored accordingly to maximize reach and impact.
3. **Executing the dissemination approach** – A focused dissemination and communication plan was implemented based on the set goals and audience profiles.
4. **Monitoring and evaluating impact** – Key performance indicators (KPIs) were established and regularly assessed to measure the effectiveness of communication efforts, allowing for timely adjustments.

Several factors contributed to the successful implementation of the ASTRAIOS communication and dissemination strategy, as outlined in Table 1.

Table 1: Factors influencing success of dissemination plan

Factor	Detailed Description
<b>Proper definition of goals</b>	Goals and objectives were SMART, aligned with available budget, effort, and resources.
<b>The right audience</b>	Target groups were well defined, relevant, and appropriately prioritised.
<b>The right key messages</b>	Messages were adapted to each audience’s needs and interests, ensuring clarity and accessibility for both technical and non-technical stakeholders. A FAQ was created to support enquiries, including sensitive topics.
<b>Good management</b>	All consortium partners were actively involved, with clear allocation of time and budget. Management continuity was ensured throughout the project.
<b>Timely monitoring and evaluation</b>	Communication and dissemination activities were regularly monitored and assessed, with adjustments made to maintain effectiveness.

The implementation of WP4000 played a pivotal role in ensuring that ASTRAIOS’ results reached their intended audiences and generated tangible impact. By promoting awareness of space-related education and career opportunities, fostering inclusiveness and gender equality, and ensuring that knowledge and tools developed within the project were widely disseminated, WP4000 directly supported ASTRAIOS’ overarching mission: to better align education and training with the evolving needs of the European space industry, thereby strengthening innovation capacity and enhancing Europe’s competitiveness in the global space sector.

## 2.2 Dissemination Goals

The competitiveness and innovation capacity of the EU space sector strongly relies on high-quality education, a skilled workforce across qualification levels, and accessible upskilling opportunities. This is equally critical for the research and innovation ecosystem, where the effectiveness of EU-funded research helps shaping the sector’s future. Additionally, the EU contributes by aligning educational standards to support cross-border and cross-sector mobility of professionals and researchers. In this context, ASTRAIOS played a key role. Achieving its objectives required robust communication, outreach, and dissemination efforts to ensure project outcomes were widely shared and delivered tangible impacts for the European space community. As a Coordination and Support Action (CSA), ASTRAIOS placed particular emphasis on these activities due to their broad, short- and long-term impacts across society, science, education, industry, and policymaking.

The dissemination and exploitation plan was carefully designed to structure and guide activities throughout the project. It aimed to ensure that key outcomes were communicated effectively, exploited appropriately, and had strong potential for uptake. This was accomplished by targeting the right audiences with relevant content, using suitable communication channels and formats, and adjusting efforts according to each phase of the project.

Key messages emerged mainly from the work of WP1000, WP2000, and WP3000, and focused on:

- The current state of space-related curricula, standards, career paths, and success rates across the EU-27

- Emerging trends and challenges in space programmes, technologies, applications, and the skills required
- Identified gaps in skills, re-skilling needs, geographical disparities, and issues related to equality, diversity, and inclusion (EDI).

To ensure broad visibility and impact, four high-level dissemination goals were pursued:

- **Raise Awareness:** ASTRAIOS gained visibility through consistent visual identity, communication materials, outreach activities, and events. These efforts exposed a broad range of stakeholders to the project’s purpose, activities, and benefits.
- **Inform and Generate Understanding:** Regular updates and targeted communications helped stakeholders understand the project’s objectives and outcomes, enabling informed engagement with its results.
- **Engage Stakeholders:** Through workshops, interactive sessions, and events, stakeholders were directly involved. Feedback loops strengthened relevance and improved dissemination effectiveness.
- **Ensure Impact:** Dissemination focused on translating project findings—particularly from WP3000—into policy and practice. Key messages and recommendations were communicated to policymakers, funding agencies, European institutions and regulators, contributing to future research agendas and public benefits.

Alongside external dissemination, ASTRAIOS also prioritised internal communication. The dissemination plan ensured all consortium members shared knowledge consistently and remained aligned with the strategic direction, reinforcing project coherence and maximizing the effectiveness of external communication during and beyond the project’s lifetime.

**Figure 1** summarises the ASTRAIOS high-level dissemination goals.

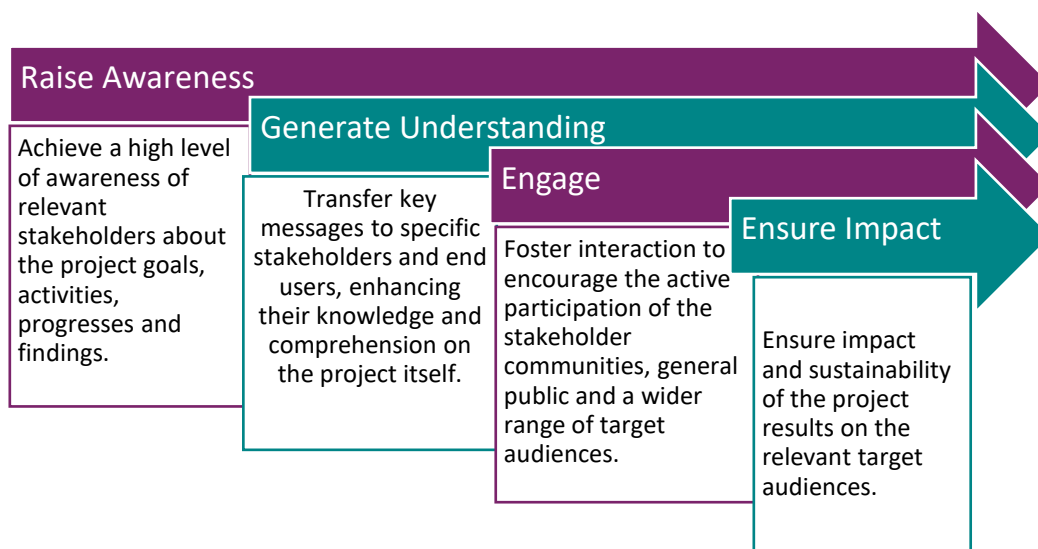


Figure 1: ASTRAIOS high-level dissemination goals

## 2.3 Target Audience

Throughout the project, stakeholder groups were identified and targeted based on their interest in ASTRAIOS outcomes, subject knowledge, and the potential benefits they could gain. Dissemination activities were adapted to each group's needs, both in content and format — including language, technical depth, visuals, and communication channels (e.g., reports, press releases, newsletters, website, social media, MOOCs, and workshops). This tailored approach helped ensure effective outreach and impact across diverse audiences.

ASTRAIOS targeted three main audience categories:

- **General Public:** Clear and accessible information was shared to highlight the relevance of ASTRAIOS to everyday life, particularly as EU taxpayers. Communications focused on societal benefits such as job creation, educational improvements, and new opportunities in the space sector.
- **Decision Makers:** This group included policymakers, regulators, industry leaders, and representatives from the European Commission and Horizon Europe Program Committees. Dissemination to this audience emphasized strategic insights, encouraging the uptake of ASTRAIOS findings in policy development and regulatory frameworks.
- **Specialized Audiences:** Including academia, research institutions, industry actors, and other relevant EU projects and CSAs. Detailed findings, data, and analyses were shared to support their work and promote synergies with ongoing initiatives. These stakeholders were both recipients and contributors to the project's knowledge base.

Each group engaged with ASTRAIOS in different ways:

- The general public engaged conceptually, gaining awareness and understanding
- Specialised audiences applied the results instrumentally in research and operations
- Decision makers used the findings strategically to inform policy, funding, and program design.

By customising communication strategies to each group, ASTRAIOS maximized both short-term visibility and long-term impact of its results. Figure 2 summarises the ASTRAIOS target audiences.



Figure 2: ASTRAIOS Target Audiences

## 2.4 Planned Communication and Dissemination Approach

The primary objective of the ASTRAIOS communication and dissemination strategy was to effectively and strategically share the project's results and impacts, using tailored tools and approaches for each target audience.

As described in Sections 2.2 and 2.3, both the dissemination goals and key audiences were clearly defined from the start of the project. Based on this framework, a detailed strategy was implemented throughout the project. This included crafting audience-specific messages, selecting appropriate language and content formats, and continuously updating the approach to reflect evolving stakeholder needs and project progress.

The communication and dissemination plan was designed as an ongoing, long-term activity. It aimed to gradually build stakeholder awareness and understanding while ensuring the continued availability and relevance of project results beyond ASTRAIOS' conclusion. The management and distribution of the project results were well studied to support the post-project exploitation of key findings, recommendations, and outputs.

Implementation was coordinated by the dissemination manager (EASN-TIS), with active contributions from all consortium partners. Dissemination followed a dual approach:

- **Bottom-up:** Partners engaged directly with their networks and communities across Europe through both personal and broader communication channels.
- **Top-down:** Centralised dissemination, led by EASN-TIS, targeted a wider European audience, ensuring alignment and visibility across all stakeholder groups.

This combined approach maximised outreach and impact. As illustrated in Figure 3, dissemination activities were phased to raise awareness, foster engagement, and drive long-term impact.

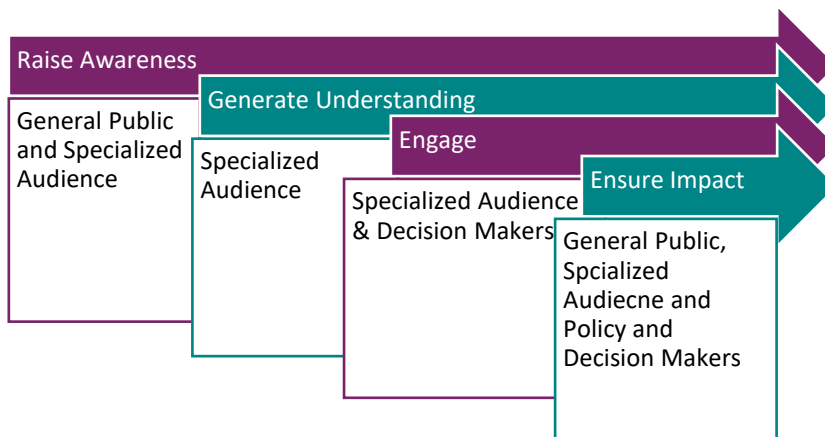


Figure 3: Mapping of Dissemination Goals and target audience

The strategy also included outreach to the general public and media, presenting ASTRAIOS activities, results, and benefits in accessible and engaging formats. A range of communication tools were used, each selected to suit the needs of different audiences. An overview is provided in Table 2.

Table 1: Dissemination tool options to each target audience

DISSEMINATION TOOL OPTION	GENERAL PUBLIC	DECISION MAKERS	SPECIALISED AUDIENCE
DIGITAL AND PRINTED DISSEMINATION MATERIAL / VIDEO MATERIAL	✓	✓	✓
PROJECT PUBLIC WEBSITE	✓	✓	✓
SPECIALISED OUTREACH MATERIAL FOR PROMOTING SPACE JOBS AND CAREERS		✓	✓
NEW MOOCS		✓	✓
TRAINING AND EDUCATIONAL MATERIALS		✓	✓
SOCIAL MEDIA	✓	✓	✓
REGULAR PRESS RELEASES, NEWSLETTERS, AND OTHER PUBLICATIONS	✓	✓	✓
EVENTS / CONFERENCES / WORKSHOPS		✓	✓

The detailed phasing of communication and dissemination activities was implemented in line with the three main dissemination goals — raise awareness, generate understanding, and engage, and ensure impact — as summarized in **Table 3**.





Table 2: Communication and Dissemination activities based on the communication goals

<p><b>Raise Awareness</b></p>	<p><b>(M1-M6) Raise Awareness – Initial phase:</b></p> <ul style="list-style-type: none"> <li>• Create the project visual identity</li> <li>• Develop the main dissemination tools (e.g. project logo, templates &amp; initial set of leaflets)</li> <li>• Set up the project website and social media channels</li> <li>• Identify some initial dissemination opportunities.</li> </ul>	<p><b>(M7-12) Raise Awareness – Targeted Phase:</b></p> <ul style="list-style-type: none"> <li>• Execute targeted dissemination activities towards relevant target groups of the project to increase awareness about the ASTRAIOS objectives, activities, progress and expected impacts to each of its groups of audience.</li> <li>• Simultaneously, perform networking actions to gradually gather the required input and distribute the project’s results.</li> </ul>	<p><b>(M7-36) Raise Awareness –Full Phase:</b></p> <ul style="list-style-type: none"> <li>• Perform dissemination activities through different channels to keep the project members and target audiences updated and informed about ASTRAIOS. The envisioned activities are to: <ul style="list-style-type: none"> <li>○ Present general information about the project. Introduce its concept, major objectives and expected results.</li> <li>○ Inform about the project’s activities (including surveys, workshops, info sessions, etc.) to stimulate the participation and maximise the involvement of the full range of potential ASTRAIOS end-users (i.e. educators, researchers, students, industry, funding agencies, policy makers)</li> <li>○ Identify dissemination opportunities where ASTRAIOS can be promoted to keep the ball rolling about it and increase interest.</li> </ul> </li> </ul>
<p><b>Generate Understanding and Engage</b></p>	<p><b>(M7-36) Generate Understanding about the project, its goals, main progress/news and expected impact to its various specific target groups and engage them by:</b></p> <ul style="list-style-type: none"> <li>• Distributing ASTRAIOS dissemination material</li> <li>• Disseminating in strategic boards of the participating associations/networks</li> <li>• Disseminating within the EASN &amp; ASTRAIOS members</li> <li>• Exploiting the project website through continuous updates and enrichment by adding more information on the project progress</li> <li>• Publishing (e.g. local and European press, in addition to the EC communication channels)</li> </ul>		



	<ul style="list-style-type: none"> <li>• Participating and presenting at relevant Events/Conferences/Workshops/Expos</li> <li>• Creating and distributing specialised outreach material to bachelor and master students within the EU to attract them into jobs and career in the space sector.</li> <li>• Producing several thematic new MOOCs</li> <li>• Producing several educational and training materials for EO and PNT-related jobs (lectures, webinars, reports, case studies, etc.)</li> </ul>
<b>Ensure Impact</b>	<p><b>(M13-36) Ensure Impact: Keep ASTRAIOS established community and target groups informed about the project activities and achievements (outputs, outcomes, etc.) by:</b></p> <ul style="list-style-type: none"> <li>• Intensifying and solidifying the existing networking activities (i.e., boost the existing communication, utilise personal contacts in establishing networks) with the ASTRAIOS network members and targets</li> <li>• Properly disseminating results and/or collecting input, the organisation of workshops and other suitable events initiated to intensify outreach actions</li> <li>• Disseminating about ASTRAIOS in strategic boards</li> <li>• Disseminating within the EASN &amp; ASTRAIOS members</li> <li>• Collaborating in events and actions with other related EU and national projects</li> <li>• Enriching the ASTRAIOS public website</li> <li>• Performing additional publications (scientific journals, conference participation, press releases, and news articles in newsletters)</li> <li>• Participating in space-related events and summits</li> <li>• Perform additional Outreach activities to attract brilliant young minds, such as information days</li> </ul>

### 3. ASTRAIOS COMMUNICATION AND DISSEMINATION TOOLS AND ACTIVITIES

A key priority of the ASTRAIOS project was to communicate the project's objectives, activities, and achievements effectively to a broad range of audiences beyond the immediate project consortium. The communication strategy was designed to ensure that the project's scope, actions, outputs, and overall impact were presented in a clear and accessible manner to both specialized stakeholders and the wider public, including media representatives.

In this context, the project implemented a strategic mix of communication measures, combining interpersonal and mass communication tools to ensure broad outreach and effective message delivery. Communication activities were carefully adapted to the characteristics and needs of each target audience, including variations in language, content format, technical detail, and dissemination channels.

These activities supported the overarching goal of enhancing visibility and understanding of ASTRAIOS across Europe, highlighting its relevance to the development of the European space sector and its broader societal benefits.

The specific communication tools, channels, and activities implemented are provided in the following sections.

#### 3.1 Visual Identity and Promotional Material

Throughout the project, a range of visually engaging and professionally designed dissemination materials were developed to establish and reinforce the visual identity of ASTRAIOS. These included the project logo, posters, banners, leaflets, flyers, factsheets, and video content. The visual branding aimed to ensure consistency and recognizability across all communication channels and stakeholder interactions.

From the early stages of the project, both printed and digital materials were produced and distributed. Printable materials were made available to partners for dissemination at conferences and public events, while electronic versions were utilised for online publications, news articles, social media, and press releases targeting both local and international media.

Efforts were also made to engage target audiences early on through tailored dissemination and exploitation activities. These actions were designed to raise awareness of the project, increase visibility of its results and impact, and maximise the potential for the uptake, and sustainability of outputs. Toward the end of the project, a final communication pack was developed to support the post-project legacy. This pack was intended for use by all partners as a promotional tool to showcase both the project's results and individual partner contributions.

##### ASTRAIOS Logo

The ASTRAIOS logo was designed and finalised shortly after the project's launch. It visually represented the project's ambitious goal of fostering a skilled and connected European space innovation community. The triangular shape combined with a shooting star was used to symbolise aspiration, progress, and excellence in the space domain.



Figure 4: ASTRAIOS Logo

### Deliverable and Presentation Templates

To maintain a consistent visual identity across all communication outputs, project-branded templates were developed during the initial months of the project. These templates, shared with all consortium partners, were used for both internal and external communications.

Two main formats were provided:

- Word templates for documents such as meeting agendas and minutes, deliverables, and official reports;
- PowerPoint templates for project presentations.

These templates incorporated the official ASTRAIOS logo and colour palette, ensuring visual coherence and brand consistency throughout the project's lifecycle.



Figure 5: ASTRAIOS Colour Palette Codes

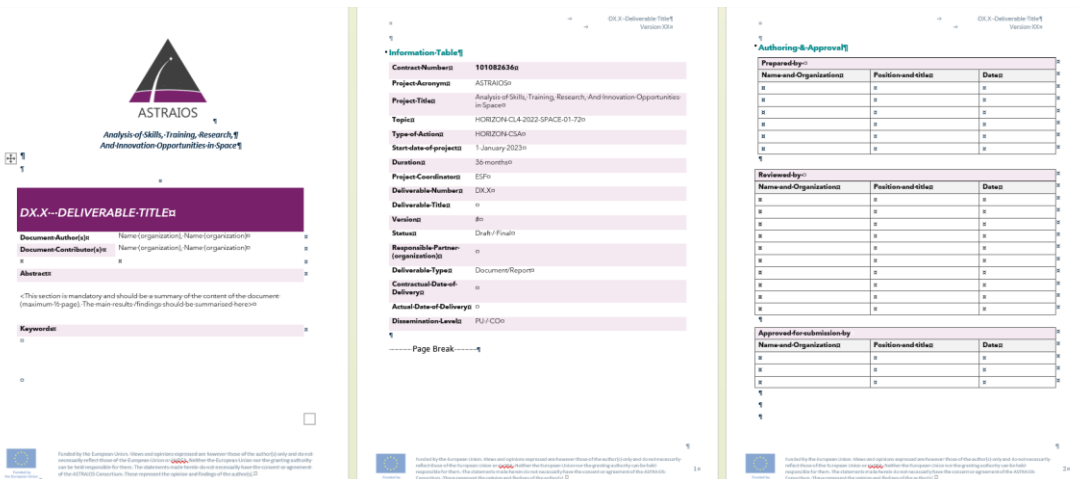


Figure 6: ASTRAIOS Deliverable Template





Figure 7: ASTRAIOS Presentation Template

### Project Leaflets

Several project leaflets were produced during the course of the project in both print and digital formats. Printed versions were mainly used at public events and dissemination venues to present the project's vision, objectives, methodology, progress, and results to various stakeholders.

The first project leaflet and poster, developed in Month 4 (M4), was a trifold document designed to promote the project during its initial phase. It provided a general overview of the project's structure, objectives, and expected outcomes, and was suitable for distribution to all identified target audiences. Additionally, a project banner was devised following the same style as the poster.



Figure 8: ASTRAIOS Initial Leaflet

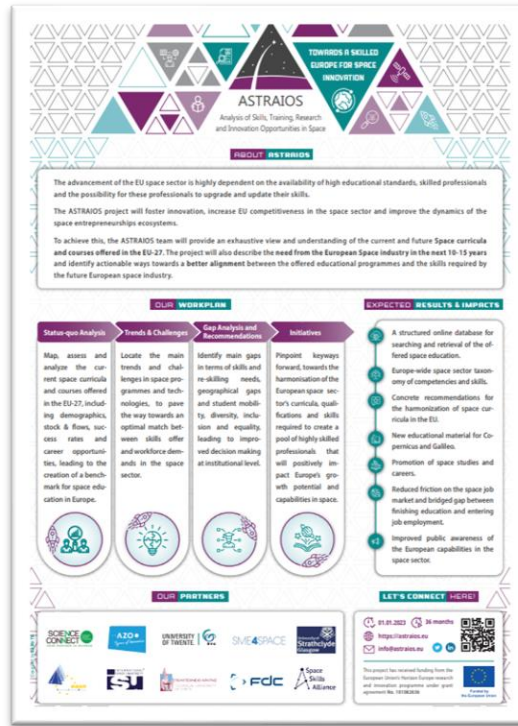


Figure 9: ASTRAIOS Poster

For targeted dissemination at high-level scientific conferences, such as the IEEE International Geoscience and Remote Sensing Symposium (IGARSS) and others, and to highlight the outcomes and outputs from the first year, a one-page flyer was prepared in 2024. This flyer highlighted and promoted the main outcomes from WP1, during which the web catalogue on space-related Curricula and the EU-Task were produced, in addition to ongoing surveys and activities.



Figure 10: One-Paged Flyer July 2024

After the completion of the first year of the project and based on the outcomes in [Deliverable 1.3 EU Space Demographics Database](#) tasks, a set of catchy EU-27 and UK 2023 Factsheets was produced. The fact sheets provide an overview of the space skills and workforce status in a very catchy and attractive design, making it easy to comprehend by various types of stakeholders. The project team prepared an overall EU27 and UK factsheet, as well as country fact sheets for each of the EU–27 countries and the United Kingdom. A snapshot of the EU and UK factsheet 2023 is seen in Figure 11.

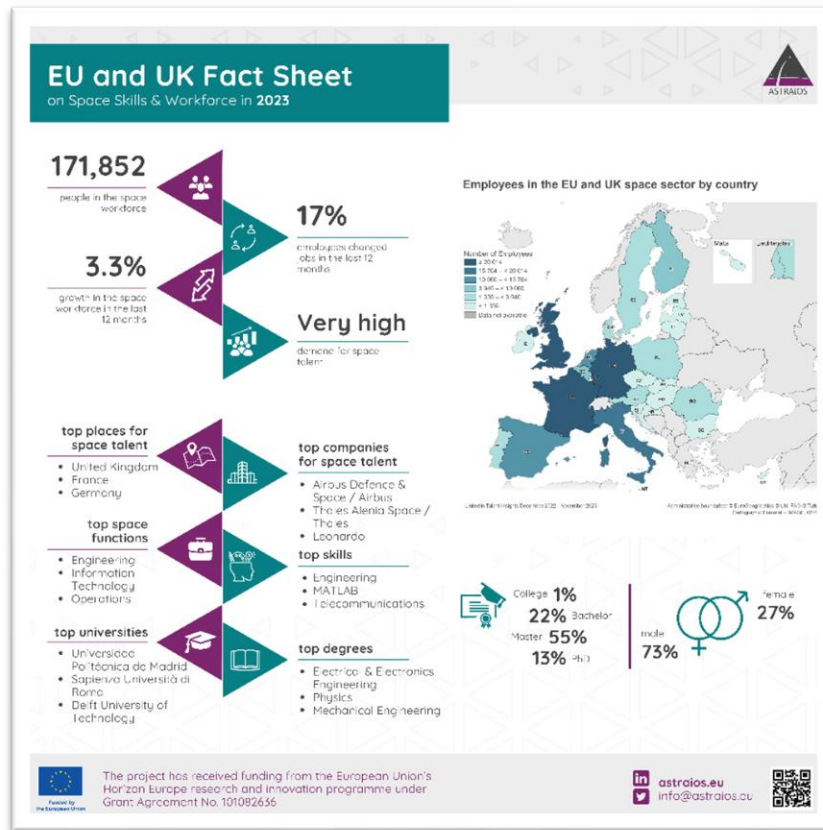


Figure 11: EU-27 and UK Factsheet on Space Skills & Workforce in 2023

A mid-project flyer was developed in 2024, highlighting the recently achieved outcomes and progress and prompting the audience to what other outputs, outcomes, and impacts are expected.

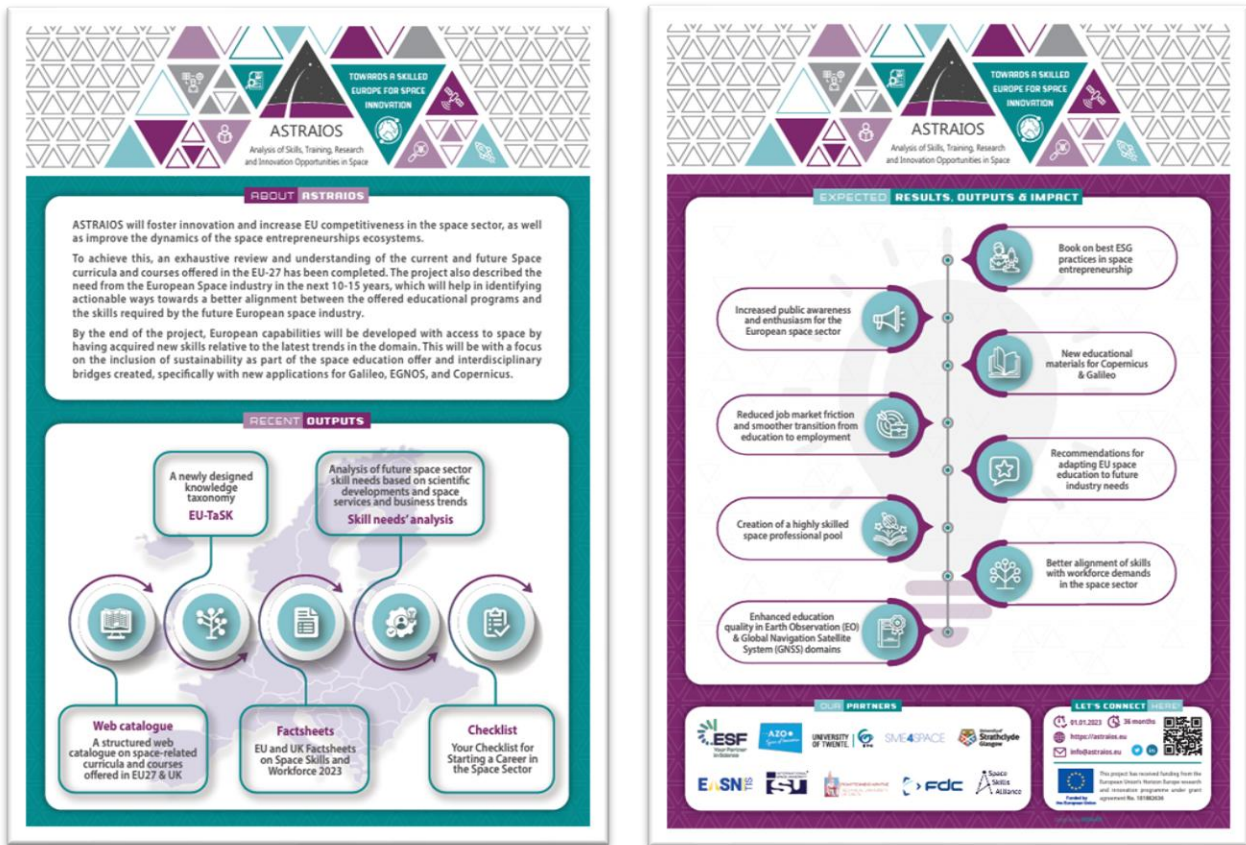


Figure 12: ASTRAIOS mid-project Flyer

Towards the conclusion of the ASTRAIOS project and following the achievement of its key results and deliverables, a final communication pack was developed to support the project's legacy. This pack was designed for continued use by all consortium partners at future events, workshops, and dissemination activities. It serves as a promotional and informative tool, highlighting both the project's main outcomes and the contributions of individual partners.

The legacy pack is a 16-page final booklet summarising the main outcomes of ASTRAIOS, including key findings, policy recommendations, and strategic insights drawn from the work conducted across the project's work packages. It is designed to remain a durable reference document for policy-makers, educators, industry stakeholders, and the broader space community.

The final communication pack supports the long-term visibility and impact of the project by ensuring that its output remains accessible, reusable, and relevant beyond the project's official end date. All components of the communication pack adhere to Horizon Europe's visibility requirements and the project's established visual identity.

Figure 13 illustrates the key components of the ASTRAIOS legacy communication pack.

All these materials are publicly available for viewing and downloading on the official project website, under the dissemination section/Useful Materials on the following link: [Useful Materials | Astraios](#). They form part

of the project's long-term digital legacy and will remain accessible for at least 24 months beyond the project's completion.



Figure 13: ASTRAIOS Legacy Pack

### 3.2 Website and Online Presence

A **public project website** was developed at an early stage of the ASTRAIOS project: [www.astraios.eu](http://www.astraios.eu). Its primary purpose was to provide accessible and up-to-date information about the project’s objectives, progress, key results, and events, tailored to different target audiences and levels of dissemination.

Particular attention was given to ensuring that the website content was presented in a clear and comprehensible manner, enabling easy access for the general public as well as more specialised stakeholders. The website served as a central platform for the continuous dissemination of project news, outreach activities, events, publications, and publishable reports.

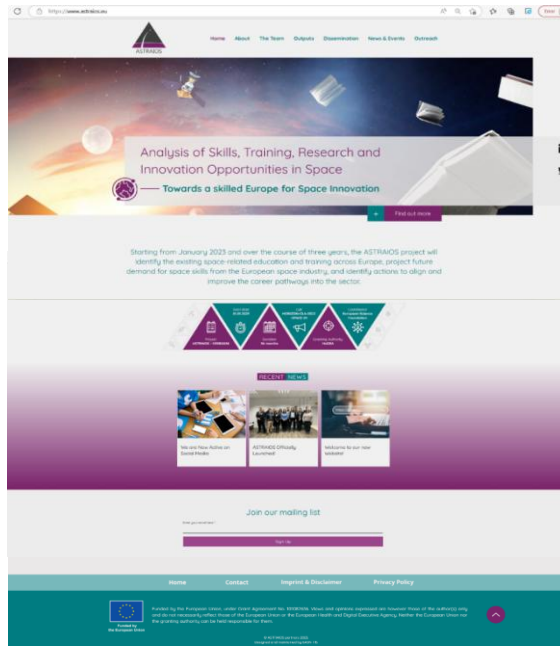


Figure 14: ASTRAIOS Website Homepage

The project team paid special attention and effort towards keeping the website updated with the foremost outcomes and outputs from the various work packages of the project.

After the completion of the first year, a special top banner was added on the website, directing the visitor to the web catalogue of space-related curricula and courses offered in EU-27 and UK in 2023, as shown in the figure below.

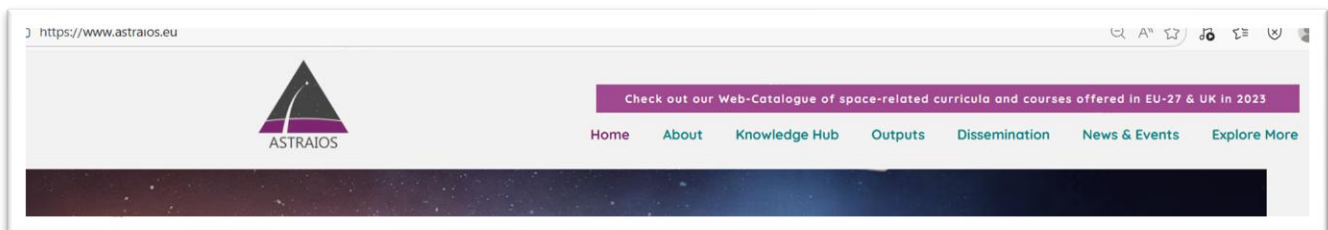


Figure 15: ASTRAIOS Web-Catalogue linked on the Homepage

A dedicated section was created within the website to host outreach resources named “Explore More”, including space career information kits specifically designed for career advisors and educators. This section aims to support awareness-raising and promote space-related education and career opportunities.

As the project moved forward, the website homepage was rearranged to include catchy video links to the testimonials, creating further interactive engagement and interest in space careers and opportunities.

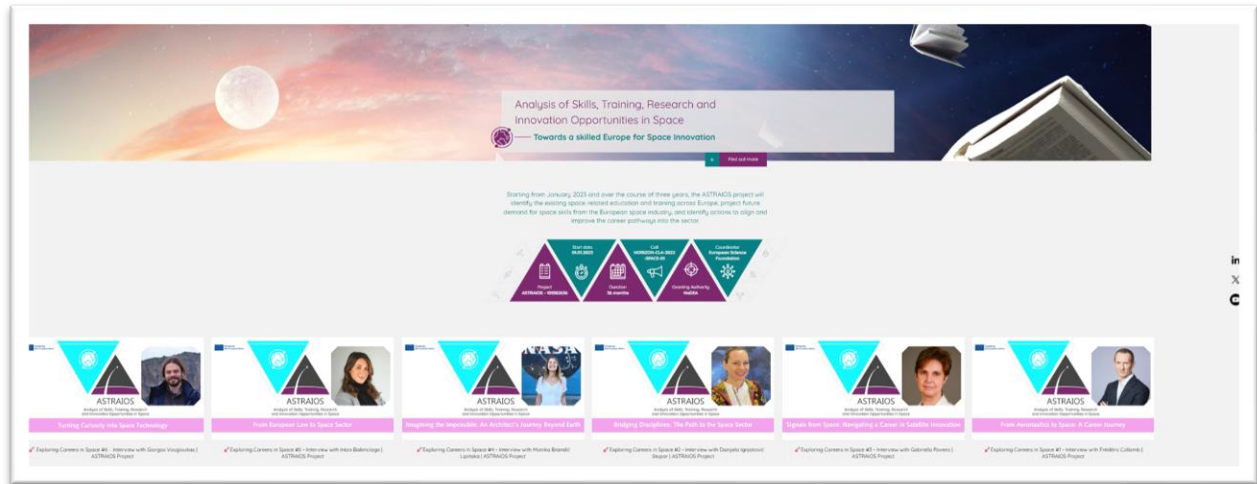
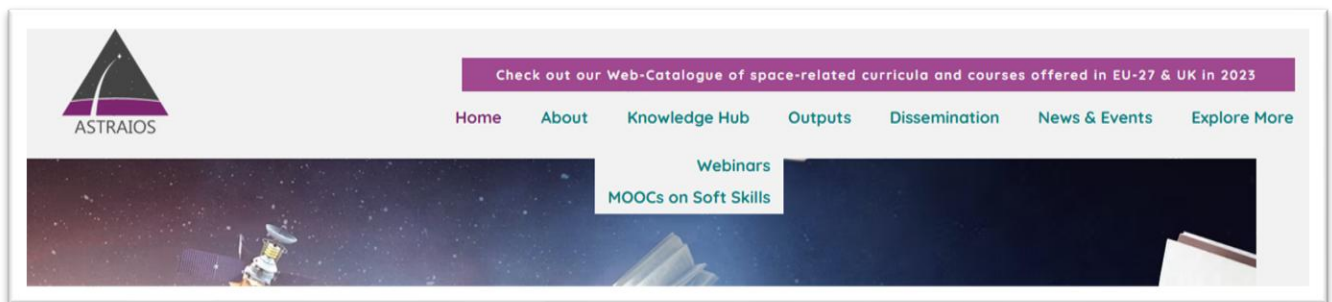


Figure 16: ASTRAIOS Testimonials on Website Homepage

During the final year of the project, the team produced many new educational resources, short MOOCs on Soft Skills, complete MOOCs on EO and PNT, Webinars, and Podcasts, which have all been catalogued in the ASTRAIOS website under the “Knowledge Hub” section, providing direct access to these useful and practical resources.

Figure 17: ASTRAIOS Knowledge Hub



The dedicated section on “Outputs” has been continuously updated and enriched with new outputs, such as publications and deliverable reports, making the work produced by the project accessible and attainable to the various interested stakeholders.

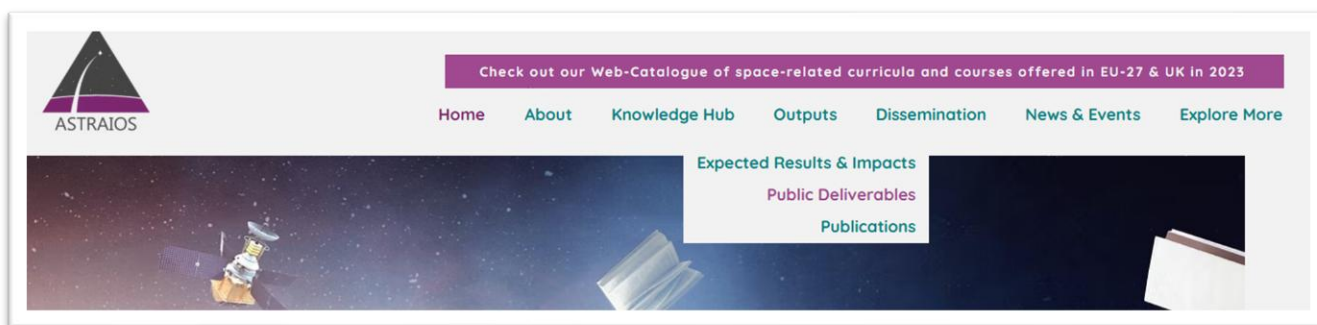


Figure 18: ASTRAIOS Outputs

The website was regularly updated throughout the project's duration, with the latest news, activities, surveys, and outcomes, and will be maintained for at least two years after project completion, ensuring continued access to project outputs and legacy materials.

The ASTRAIOS website was developed in line with best practices for search engine optimisation (SEO). This included the use of descriptive meta tags (e.g., "title" and "description"), a user-friendly URL structure, intuitive navigation, and image captions, all of which contributed to improving the site's visibility and indexing by search engines, thereby reaching a broader audience.

Further details regarding the design, structure, and development of the public website are available in the project deliverable [D4.4: Project Website and Social Media Presence](#).

### 3.3 Social Media and Digital Channels

Since the early stages of the project, dedicated social media profiles were created for the ASTRAIOS project on [LinkedIn](#) and [X](#), serving as key communication channels throughout the project's lifecycle. These platforms were actively used to disseminate project-related information, share updates, and engage with stakeholders.

Throughout the duration of the ASTRAIOS project, the X and LinkedIn platforms were actively used to publish project-related updates and promote tailored key messages to a broad audience. These channels played a central role in communicating the project's societal relevance, technical achievements, and broader impact. Content was aligned with the overall communication strategy to ensure consistency in tone, visual identity, and outreach objectives.

In addition, preparations were made to establish a YouTube channel, which was later launched during the final year of the project, with the purpose of hosting and promoting multimedia content, including videos related to project activities, webinars, MOOCs, podcasts, Info Sessions, and other results. These videos have been published on the [ASTRAIOS official YouTube Channel](#), and dedicated playlists have been created for different types of videos. The YouTube channel also serves as a long-term repository ensuring open access to multimedia resources beyond the project's duration.

These social media efforts significantly contributed to raising awareness, supporting stakeholder engagement, and reinforcing the long-term visibility of the project and its outcomes. They also functioned as primary engagement tools, enabling regular interaction with students, academia, industry representatives, and policy-level audiences.

The primary categories of content shared through the social media accounts included:

- Updates on project progress and milestones
- ASTRAIOS participation in key sectoral events and conferences
- Promotion of publications and deliverables
- Promotion of surveys, workshops, and info-sessions organised by ASTRAIOS
- The launch of the ASTRAIOS MOOCs and newly developed educational resources
- News and cross-communication with related EU initiatives and related projects

By leveraging social media analytics tools, the project team aimed to grow the follower base, increase user engagement, and direct traffic to the official ASTRAIOS website. Project partners were actively encouraged to contribute to the visibility campaign, and members of relevant target groups were invited to follow and interact with ASTRAIOS content. These analytics informed decision-making, allowing the team to optimise posting frequency, audience targeting, and content relevance.

At each phase of the project, updates were consistently shared to maintain momentum and keep the online community engaged (on average, 3-4 posts per week). These efforts supported the project's wider dissemination objectives and helped sustain visibility across key stakeholder groups.

Between the two platforms, the LinkedIn account proved more effective, achieving higher engagement rates and a significantly larger audience. At the conclusion of the project, LinkedIn attracted 500 group members, compared to 96 followers on X, demonstrating a clear preference for professional, space-focused content on LinkedIn. The YouTube Channel, which was created during the final year of the project, has also attracted ample interest and engagement with 75+ subscribers at the end of the project. Considering YouTube's wide reach and vast use by a diverse range of audiences, the YouTube Channel was created with the main purpose of hosting, promoting, and making newly produced educational resources and outreach events accessible and available to interested stakeholders and wider audiences, even after the project's end.

To further enhance visibility and reach, the project also engaged with relevant networks and associations, and online platforms, which acted as multipliers to amplify ASTRAIOS messaging across the European space and education ecosystem. One such platform where the project news and activities have been regularly communicated on is the [Digital EU Space Ecosystem](#), which is a unique online platform, initiated by DG-DEFIS Space R&I team and is designed to connect the EU Space community to foster collaboration and drive innovation within the EU Space domain.

Further quantitative insights and performance statistics related to the ASTRAIOS social media accounts are provided in the Monitoring and Evaluation of Impact section of this report.

### 3.4 Newsletters, Press Releases, Articles

**Newsletters and Press Releases:** As part of its broader communication and dissemination strategy, the ASTRAIOS project regularly published newsletters to provide updates on project progress, key outputs, event participation, and major milestones. These newsletters were disseminated through multiple channels, including the ASTRAIOS website, social media platforms, the project's mailing list, and the extended networks of consortium partners.

The newsletters were primarily aimed at engaging and informing stakeholders with a specific interest in space-related education, skills development, and innovation — the core thematic areas of ASTRAIOS. Designed in line with the project's visual identity, each issue featured visually appealing layouts, clear messaging, and interactive elements to enhance readability and stakeholder engagement.

In total, four issues of the ASTRAIOS newsletter were published, covering various phases of the project lifecycle. These are accessible through the project website:

- [Newsletter 1](#)
- [Newsletter 2](#)
- [Newsletter 3](#)
- [Newsletter 4](#)

Visitors to the ASTRAIOS homepage were also given the opportunity to subscribe to the newsletter, ensuring continued outreach and engagement with interested stakeholders beyond the consortium.

In addition to the newsletters, a series of [three press releases](#) was issued at key moments during the project. These press releases were instrumental in raising the visibility of ASTRAIOS among both specialised and general audiences and were linked to major project milestones and achievements.

Press releases were initially drafted by the communication lead, following a standardised format and visual template. Once approved, they were translated into the local languages of the pilot regions — French, German, and Italian — and distributed through relevant media outlets, regional press, thematic portals, and professional LinkedIn groups. Notable press releases included:

- The announcement of the project launch in early 2023
- The conclusion of the ASTRAIOS project through its final event in 2025
- Launch of the ASTRAIOS MOOCs on Earth Observation (EO)-related applications and Positioning, Navigation and Timing (PNT) in 2025

These activities formed an integral part of the ASTRAIOS legacy communication pack, supporting the continued dissemination of project outcomes and reinforcing the long-term impact of its results.

**Online Articles and Scientific Publications:** In addition to newsletters and press releases, ASTRAIOS consortium partners actively disseminated project results through various online communication channels and platforms. These included institutional websites, organizational newsletters, social media, European Commission communication portals, Zenodo, and other relevant dissemination repositories.

Partners leveraged their existing communication networks to maximize visibility of project achievements, with particular emphasis on promoting the tools, resources, and major findings to specialized and general audiences alike.

To ensure long-term accessibility of scientific and technical knowledge generated during the project, ASTRAIOS committed to supporting Open Access publication practices. All scientific outputs produced after the project's conclusion are expected to follow Gold Open Access standards, where possible, with journal articles and conference papers made publicly available through institutional, subject-specific, or open repositories, as well as via the project website.

One of the most impactful channels used for targeted outreach was the EASN periodic electronic newsletter, which reaches over 10,000 stakeholders across the European aerospace community — including researchers, engineers, policymakers, and industry professionals. ASTRAIOS-related articles were regularly featured in this high-impact newsletter throughout the project. Contributions appeared in the following editions:

- [2023 – May Issue](#)
- [2023 – October Issue](#)
- [2024 – Issue #1](#)
- [2024 – Issue #2](#)
- [2024 – Issue #3](#)
- [2024 - Issue #4](#)
- [2025 – Issue #1](#)
- [2025 – Issue #2](#)
- [2025 – Issue #3](#)

In parallel, numerous online articles were published by consortium partners on their institutional websites to showcase ASTRAIOS activities, highlight project milestones, and promote the various ASTRAIOS outcomes. These articles helped amplify project visibility across different countries of Europe and the United Kingdom and stakeholder groups.

In addition to formal dissemination channels, ASTRAIOS consortium members actively leveraged their professional networks to promote key project activities, surveys, and outcomes. A targeted mass mailing campaign was conducted, whereby partners distributed promotional and informative emails to their institutional mailing lists and extended contact networks, specifically for the webinar series, Environmental Social, and Governance (ESG) Peer-to-Peer learning workshops in the space industry lens, in addition to the Equality, Diversity, and Inclusion (EDI) and career transition segments of the project. These efforts supported real-time engagement and encouraged stakeholder interaction throughout the project lifecycle.

Examples of social media communications shared by partners include:

- Promotion of the ASTRAIOS Web Catalogue
- Announcements related to different surveys carried out during the project
- Promotion of Workshops and info sessions organised by the project
- Announcement and highlights of the ASTRAIOS Final Event
- Partner-specific promotion campaigns (e.g., data-a-thon, EDI surveys, Women in Aerospace - -Europe Symposium, and others)
- Reposts of key project moments, such as the final event and webinar invitations
- Project-wide visibility actions, including outreach and event participations

These coordinated social media activities significantly enhanced the project’s visibility, engagement, and outreach, contributing to the long-term impact of ASTRAIOS beyond the immediate scope of the consortium.

### **Social media, Various Posts, and Disseminated links**

LinkedIn and X Posts were published by all partners of the project throughout its implementation to promote surveys, webinars, events and specific progress, results, events, etc. In addition to the institutional accounts, partners also leveraged their personal social media accounts and connections to promote, repost and share project news. Below are the various posts implemented by the partners’ institutions on social media:

- [AZO introducing the project](#)
- [AZO introducing the project](#)
- [ISU BoothCamp](#)
- [Promotion of ESG 3rd Workshop](#)
- [Participation in New Space & Solutions 2025](#)
- [Participation at 15th EASN International Conference 2025](#)
- [FDC: promotion of ASTRAIOS Final Event](#)
- [FDC/Space Y: promotion of ASTRAIOS Final Event](#)
- [FDC/Space Y: announcement of Astraios final event](#)
- [FDC/Space Y: promotion of ASTRAIOS webinar series](#)
- [FDC/Space Y: invitation to attend Astraios webinar series](#)
- [FDC/Space Y: promotion of EDI Survey](#)
- [FDC/Space Y: promotion of ASTRAIOS webinar](#)
- [FDC/Space Y: Promotion of ESG workshop](#)
- [FDC Video Testimonial Interview](#)
- [FDC/Space Y: promotion of 1st episode of Astraios webinar series](#)
- [Participation in ASTRAIOS Final Event](#)
- [Interview Intza Balenciaga ASTRAIOS](#)
- [Promotion of Final Event by SME4SPACE](#)
- [Promotion of 7th workshop by SME4SPACE](#)
- [Communication on ASTRAIOS Environmental, Social and Governance Workshop, 25 April 2024](#)
- [Grazia Fiore interviewed for the Astraios podcast \(Nov 2025\)](#)
- [Communication on webinars via Space Y LinkedIn account](#)
- [Article on Munich Satellite Navigation Summit Panel on Skills](#)
- [European Space Week 2023 "Astraios presentation at roundtable on skills"](#)
- [Call for contributions to ASTRAIOS' Book on ESG best practices in Space Entrepreneurship](#)
- [Promotion ASTRAIOS SURVEY: EUROPEAN SPACE ECOSYSTEM OVERVIEW](#)
- [Promotion final event](#)

#### **ASTRAIOS featured by Hadea and other EU projects and initiatives**

- [ASTRAIOS highlighted by Hadea as one of its Success Stories at the World Space Week, 2023](#)
- [ASTRAIOS highlighted as one of Hadea's Success Stories at the World Space Week, 2023 on its official website](#)
- [ASTRAIOS catalogue highlighted in the Space Careers launchpad](#)
- [SpaceSUITE Project highlighting the ASTRAIOS project and its Session at the EASN International Conference](#)
- [Space SUITE project highlighting ASTRAIOS on LinkedIn](#)

### ASTRAIOS News articles on Partners' websites

- [ESF Introducing the project](#)
- [AZO introducing the project](#)
- [EASN-TIS introducing the project on its website](#)
- [FDC leveraging on the Space Y association to announce Start of the project](#)
- [ASTRAIOS presented in round-table at Munich Satellite Navigation Summit 2025](#)
- [ASTRAIOS promotion on Space Y website](#)
- [FDC presenting ASTRAIOS project at EU Space Week 2023](#)
- [Call to contribute to ASTRAIOS' Book on ESG best practices in Space Entrepreneurship on Space Y website](#)
- [Promotion of ASTRAIOS Survey "European Space Ecosystem Overview" within Space Y network](#)
- [Promotion of ASTRAIOS Environmental, Social and Governance Workshop, 25 April 2024 on Space Y website](#)
- [Promotion of ASTRAIOS Final event on Space Y website](#)
- [S4S introducing ASTRAIOS project on its website](#)
- [Promotion ASTRAIOS SURVEY: EUROPEAN SPACE ECOSYSTEM OVERVIEW on SME4SPACE website](#)
- [Promotion of ASTRAIOS Final event on SME4SPACE website](#)

### Other Press Coverage

- [Open PR – Worldwide Public relations introducing the project](#)
- [Interview with SSA, gathering new perspectives to map the space workforce through a new Space Census – May 2024](#)
- [ASTRAIOS talk by SSA at the Space Universities Network Annual Meeting focused on the space education and training research, published on YouTube](#)

## 3.5 Participation in Events

Throughout the duration of the ASTRAIOS project, the consortium actively promoted the project's progress, results, and impact by participating in major European and international events, conferences, and exhibitions relevant to space education, skills, and innovation. These platforms served as effective opportunities for dissemination, stakeholder engagement, and visibility enhancement.

At the beginning of the project, an indicative list of high-impact events and conferences was compiled by EASN-TIS, based on their relevance to the project's objectives. This list was shared with all consortium partners and remained a living document, regularly updated with additional events of strategic value identified during the project lifecycle.

In total, ASTRAIOS was represented at 42 key events during the 3 years of the project. These included high-profile industry and academic gatherings where partners presented project findings, participated in panel discussions, and engaged with stakeholders from space, education, and research sectors. A detailed overview of these events and the respective participating partners is provided in the table below.

In addition to participating in external events, the ASTRAIOS consortium organised a series of dedicated workshops and project-branded events, held mainly in virtual formats. These included:

- ASTRAIOS ESG Peer-to-Peer learning workshops were designed to foster the development of an ESG-focused space industry community, facilitate the exchange of best practices, and provide a platform to discuss challenges, opportunities, emerging trends, and skills gaps in ESG implementation.
- ISU BootCamp on transversal skills workshop within the space sector
- ASTRAIOS Info Sessions introduced the young researchers and students' educational options within the EU27 and UK, in addition to providing insights into mobility options and exchange program opportunities.
- Equality, Diversity, Inclusion, and career transitions workshop and mentorship programme were specifically designed for a more inclusive sector promotion and showcasing that transition into the space sector.
- The ASTRAIOS Final Event, which showcased key outcomes, lessons learned, and policy recommendations

These dedicated events played a dual role. They first enabled the consortium to engage a wide range of stakeholders and expand its network across sectors and regions. Additionally, they served as valuable platforms for consultation, allowing the project team to gather insights, validate results, and adapt dissemination efforts based on stakeholder feedback.

The strategic combination of participation in major events and the organisation of targeted workshops and sessions significantly contributed to the project's overall dissemination and exploitation objectives, reinforcing ASTRAIOS' visibility and relevance in the European space skills and education landscape.

<b>ASTRAIOS PARTICIPATION IN EVENTS</b>			
<b>Event Name</b>	<b>Date</b>	<b>Country</b>	<b>Participating Partner</b>
<b>2023</b>			
<b>13th EASN International Conference</b>	5-8 Sept.	Salerno, Italy	EASN
<b>74th International Astronautical Congress</b>	2-6 October	Baku, Azerbaijan	UStrath and ISU
<b>EU Space Week</b>	7-9 November	Sevilla, Spain	FDC
<b>Space Tech Expo Europe</b>	14-16 November	Bremen, Germany	ISU
<b>RAeS Aerodynamics Specialist Conference</b>	17-18 Oct	London, UK	UStrath and ISU
<b>2024</b>			
<b>AIAA Scitech</b>	8-12 Jan	Orlando, Florida	UStrath
<b>IAF IPC Spring Meetings</b>	26-28 March	Paris, France	UStrath and ISU
<b>Women in Aerospace Europe Annual Symposium</b>	13-17 May	Online	SSA, UStrath
<b>Astraios at Monthly Teleconference of the EU Space Networks</b>	14th May	Online	FDC, ESF, SSA, Utwente, EASN
<b>VIIth Space Resources Conference: Towards Artemis Generation</b>	23-24 May	Krakow, Poland	ISU
<b>IEEE WCCI 2024</b>	June 3- July 5	YOKOHAMA, JAPAN	UStrath
<b>International Geoscience and Remote Sensing Symposium (IGARSS)</b>	7-12 July	Athens, Greece	Utwente
<b>Serbia -France R&amp;I cooperation days 2024</b>	18-19 July	Novi Sad Serbia	ISU
<b>COSPAR 45th Scientific Assembly</b>	13-21 July	BEXCO, Busan, Korea	UStrath
<b>Navigating the Future – Skill Development and Educational Outreach</b>	11-12 September	Glasgow, Scotland	SSA

<b>Space for Business Opportunities - Industry Space Days</b>	18-19 September	Noordwijk, Netherlands	The S4S
<b>The Space Skills Summit</b>	26-Sep	London, UK	SSA
<b>11th International Systems &amp; Concurrent Engineering Conference (SECESA 2024)</b>	25-27 September	Strasbourg, France	ISU
<b>14th EASN International Conference on Innovation in Aviation and Space</b>	8-11 October	Thessaloniki, Greece	TUC, EASN
<b>75th International Aeronautical Congress - Responsible Space for Sustainability</b>	14-18 October	Milan, Italy	ISU, UStrath, SSA, S4S
<b>Space Tech Expo Europe</b>	19-21 November	Bremen, Germany	ISU, S4S
<b>2025</b>			
<b>17th European Space Conference</b>	28-29 January	Brussels, Belgium	ESF and FDC
<b>Ignite Space in Leicester, UK</b>	05-06 February	National Space Centre, Leicester, UK	SSA
<b>20 Years ESA Business Incubation Centre</b>	13-14 February	Munich Germany	AZO
<b>Space Comm Expo</b>	11-12 March	London Excel	SSA
<b>Satellite Show DC 2025</b>	10-13 March	Washington DC, USA	ISU
<b>New Space and Solutions</b>	17-21 March	Seville, Spain	AZO
<b>Farnborough International Space Show</b>	19-20 March	FARNBOROUGH, UK	SSA
<b>Munich Satellite Navigation Summit</b>	26-28 March	Munich Germany	FDC
<b>WIA Symposium 2025</b>	12-16 May	Online	UStrath, SSA
<b>Vivatech 2025</b>	11- 14 June	Paris, France	ISU
<b>ESA Living Symposium 2025</b>	23-27 June	Vienna, Austria	FDC
<b>11th European Conference for AeroSpace Sciences (EUCASS)</b>	30 June-4 July	Rome, Italy	UStrath



<b>New Space Economy Congress 2025</b>	3-4 July	Barcelona, Spain	SSA
<b>UK SPACE CONFERENCE 2025</b>	16 - 17 JULY	Manchester, UK	SSA
<b>French Schools Science Week 2025</b>	10-13 October	Paris, France	ISU
<b>EASN 15th International Conference</b>	14-17 October	Madrid, Spain	ESF, FDC, SSA, AZO, UTwente, Ustrath, EASN
<b>IAC 2025</b>	29 Sept-October 3	Sydney, Australia	UStrath
<b>Internal Security forum Bonn 2025</b>	29 Oct - 1 Nov	Bonn, Germany	ISU
<b>ISU ESC - space AI in partnership with Capitol Tech University</b>	3-7 November	Maryland, USA	ISU
<b>SpaceTechExpo-Europe</b>	18-20 November	Bremen, Germany	S4S, ISU
<b>General Assembly of the EU Space Networks</b>	10-11 April	Venice, Italy	FDC
<b>ASTRAIOS FINAL EVENT</b>	01-Dec	Paris, France	ALL PARTNERS
<b>Space Comm Expo - Scotland</b>	3-4 Dec.	Glasgow, Scotland, UK	Ustrath

## 4. ASTRAIOS NETWORKING AND OUTREACH ACTIVITIES

### 4.1 Outreach Promotional Materials, Events, and Stories

As part of Task 4100, a comprehensive suite of promotional and educational materials was developed to support ASTRAIOS’ outreach objectives—particularly the promotion of space-related careers among students and early-career professionals. These materials were designed to be visually engaging, informative, and accessible, with content tailored to younger audiences and aligned with the overarching aim of bridging the skills gap in the European space sector. The core outreach materials included the following:

A trifold leaflet introducing the upstream and downstream segments of the space sector, highlighting growth areas, career pathways, and role types.

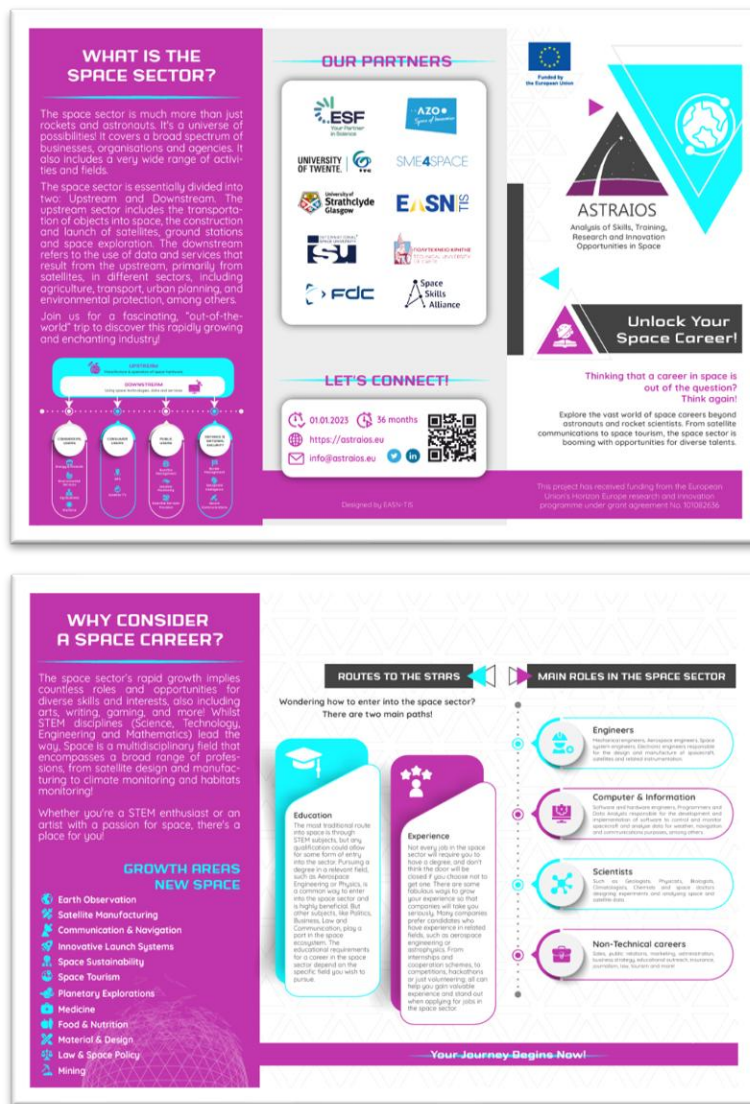


Figure 19:

Leaflet – Careers in the Upstream and Downstream Space Sectors

ASTRAIOS Trifold

A poster featuring key points and routes into education and

statistics and entry space-related employment.

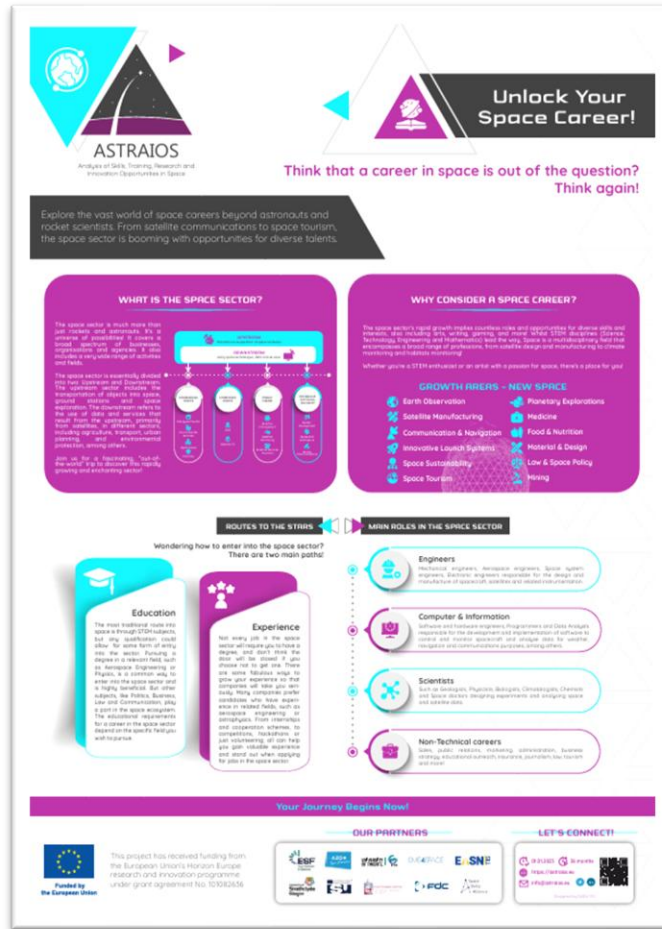


Figure 20: ASTRAIOS Poster – Space Career Pathways and Statistics

A career checklist one-pager offering actionable steps and guidance for individuals pursuing careers in the space sector.

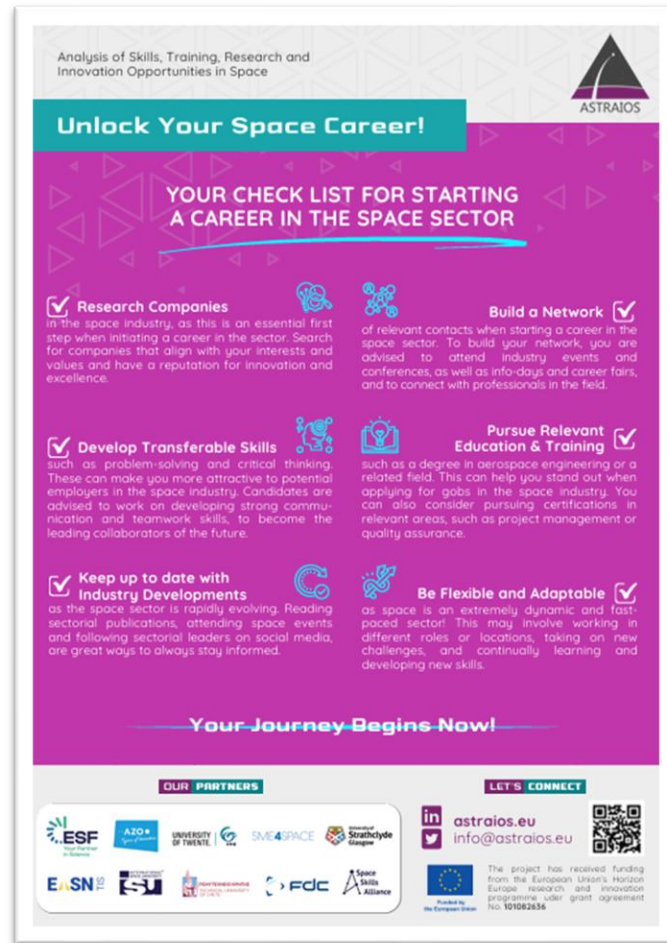


Figure 21: ASTRAIOS Career Checklist – Your Path into the Space Workforce

All materials were developed with a focus on clarity and high-quality visual design to ensure usability across multiple formats, including physical distribution and online dissemination.

The dissemination of these materials followed a dual strategy involving both print and digital channels:

- Printed copies were distributed by consortium partners during academic outreach visits, university presentations, career fairs, and stakeholder events
- Digital versions were made available on the ASTRAIOS website under the “Explore More” section and were promoted through ASTRAIOS social media platforms (LinkedIn and X) as well as via the consortium’s newsletters
- The materials were also prominently featured during ASTRAIOS Info Sessions and showcased at the ASTRAIOS Outreach Day at the 15th EASN International Conference.

Over 2,000 printed brochures were produced and distributed at events across Europe. Digital versions of the leaflet and career checklist recorded 65 downloads from the ASTRAIOS website.

Social media campaigns using adapted visuals from these materials reached over 950 users and averaged 4,000+ views per post on the ASTRAIOS LinkedIn channel.

## The “Explore More” Section of the ASTRAIOS Website

To further support the project’s outreach and legacy objectives, a dedicated section titled “Explore More” was developed on the ASTRAIOS project website ([www.astraios.eu](http://www.astraios.eu)) and officially launched in February 2024. This section, curated and maintained by EASN-TIS, served as a central resource hub for students, early-career professionals, educators, and other interested stakeholders.

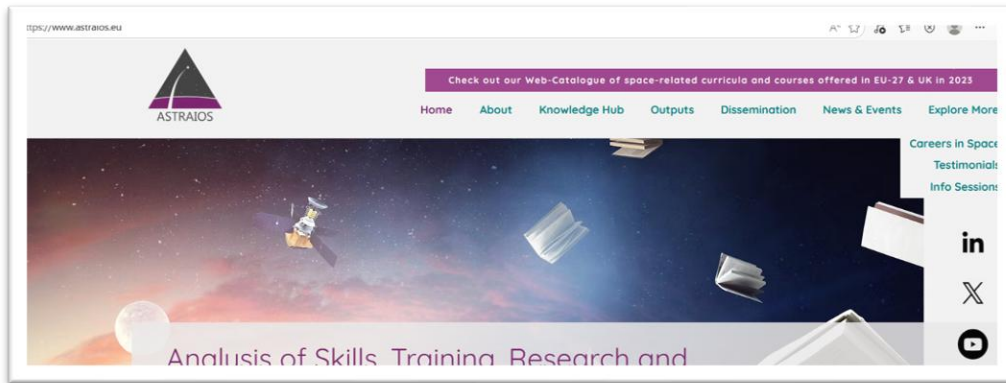


Figure 22: ASTRAIOS Explore More section

Structured into three thematic subsections, the *Explore More* area included:

1. **Careers in Space:** This subsection provided a student-friendly overview of the European space ecosystem, detailing the upstream and downstream segments, required skills, role types, and entry pathways. It also hosted downloadable versions of the key outreach materials produced under Task 4100, including 1) ASTRAIOS Career Leaflet, 2) ASTRAIOS Career Poster, and 3) Career Checklist One-Pager.

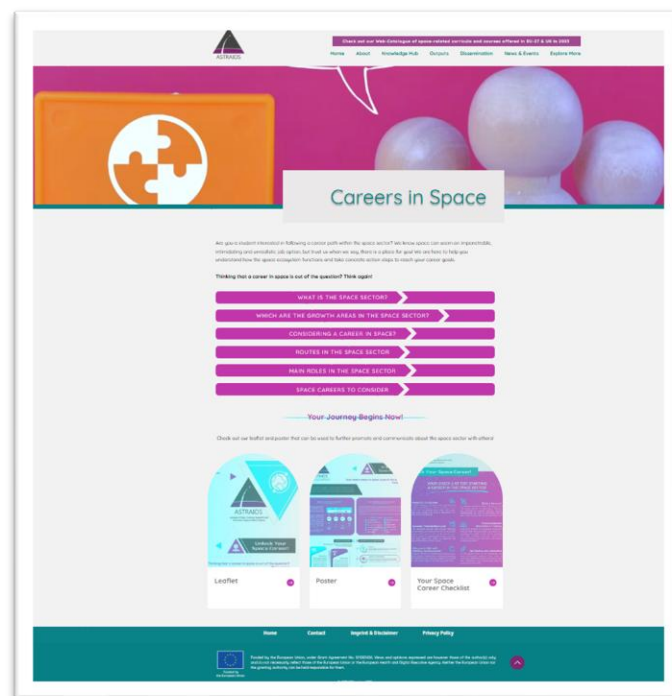


Figure 23: ASTRAIOS Website – “Careers in Space” Subsection

2. **Info Sessions:** This area featured recorded versions of the two ASTRAIOS online Info Sessions, held in May and June 2025. The videos, embedded from the official ASTRAIOS YouTube channel, were edited to comply with data protection (e.g. removal of participant names) and accompanied by original concept notes and agendas for additional context. These resources remain openly accessible and are intended for ongoing use in academic and training contexts.

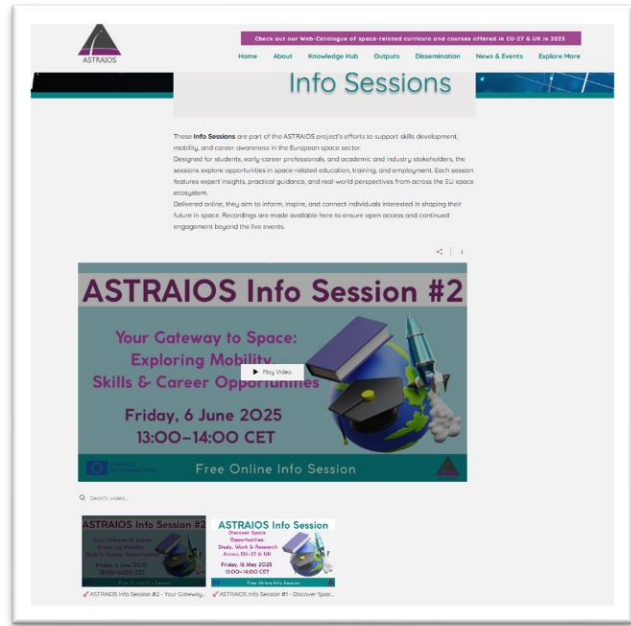


Figure 24: ASTRAIOS Website – “Info Sessions” Subsection

3. **Testimonials:** The “Testimonials” section hosted the ASTRAIOS Testimonial Series, which included six video interviews with professionals from across the European space sector. These testimonials shared career insights, professional guidance, and motivational messages aimed at inspiring students and early-career professionals. Each video included English subtitles, branding, and light animation to increase engagement and accessibility.

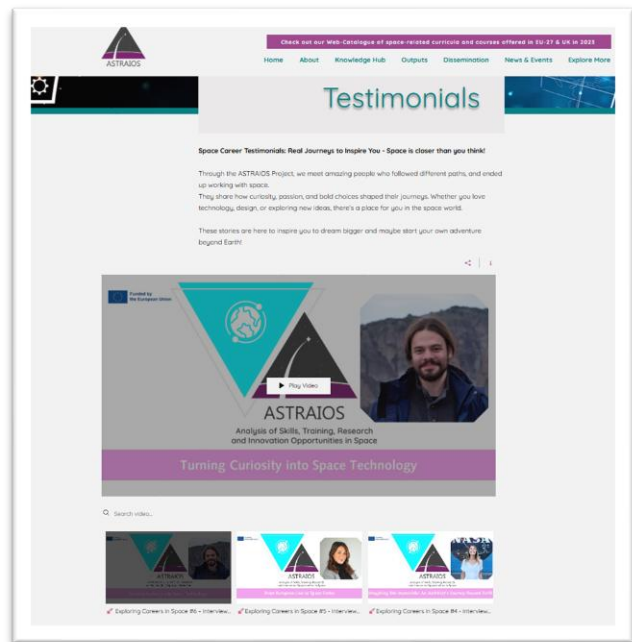


Figure 25: ASTRAIOS Website – “Testimonials”

Subsection

## 4.2 Monitoring Progress Against Key Performance Indicators

The progress and effectiveness of Task 4100 were monitored throughout the project using a set of predefined Key Performance Indicators (KPIs), aligned with the broader Communication and Dissemination Strategy under WP4000. These KPIs focused on measuring outreach reach, stakeholder engagement, and the visibility of ASTRAIOS outputs.

Key achievements included:

- **Online Engagement:** Two Info Sessions were held in 2025, attracting participants from across Europe. Recordings were published online to ensure ongoing accessibility.
- **Video Outreach:** Six testimonial videos were produced and promoted via YouTube and LinkedIn, all subtitled for inclusivity and extended reach.
- **Website Performance:** The “Explore More” section of the project website, launched in early 2024, recorded over 2,600 visits from 72 countries and 65 downloads of outreach materials.
- **Social Media:** More than 100 posts were published across LinkedIn and X, with an average reach of 4,000+ views per post and over 200 new followers gained.
- **Diversity and Inclusion:** Outreach activities reflected gender balance and representation from a variety of European countries, including underrepresented regions.
- **Events:** Project materials were presented at over 10 relevant conferences and events, including the 15th EASN International Conference, supporting broad dissemination and stakeholder engagement.

To support sustainability, outreach materials and recordings remain publicly accessible on the ASTRAIOS website and YouTube channel. The *Explore More* section will be maintained for at least two years post-project, ensuring continued impact and availability of resources for educators, students, and space-sector stakeholders.

The detailed report on student outreach activities is available in D4.1 – Student and EU-University Outreach Report.

## 5. MONITORING AND EVALUATION OF IMPACT

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The monitoring and evaluation of WP4000 activities were carried out continuously throughout the project to assess the effectiveness of the communication and dissemination strategy and to determine whether adjustments were necessary to better meet stakeholder needs.

A key qualitative indicator was the level of awareness generated among target audiences. This was considered achieved when dissemination efforts attracted broad interest and effectively delivered information about the project. Metrics such as website traffic, search engine performance, and attendance at ASTRAIOS events served as primary quantitative indicators for measuring awareness.

A second important parameter was the level of understanding of the project and its objectives. This referred to whether key messages were accurately received and understood by stakeholders. Indicators used to assess this included the frequency of follow-up inquiries, feedback received, and the number of visits to the website's main subsections, such as the deliverables, useful materials, and Knowledge Hub. These interactions demonstrated stakeholders' comprehension of the project's scope and value.

Another significant metric was the level of use and uptake of ASTRAIOS results and findings. This was evaluated by monitoring ongoing interactions between stakeholders and project partners, references to ASTRAIOS outcomes in external publications or policy documents, and indications that the project's outputs had been integrated into related research or education initiatives.

A further qualitative parameter was the influence of project results on strategic policy documents, future agendas, and roadmaps. While the long-term nature of policy impact made this difficult to measure within the project's timeframe, an initial assessment was possible through ASTRAIOS' participation in public consultation processes, expert panels, and other relevant fora. Exchanges and rich collaboration with other EU-funded projects, such as SpaceSUITE, have served as a great indication of the project's output and results.

Additional quantitative measures used to monitor the impact of communication and dissemination activities are outlined in Table 3, which presents the full set of WP4000 KPIs.

The following table consolidates the KPIs defined for WP4000 and summarises project-wide communication and dissemination performance.

Table 3: Communication and Dissemination KPIs

Activity	Indicator	Target	Accomplished Numbers
Website & Social Media	Number of visits	250 per month	220+ per month
	Search engine position	First page	First
	Geographic coverage (origins of the visitors)	27 different countries	70+ Countries
	Number of downloads	50+ per document	50+ (with 408 visits for the deliverables section and 166 for the useful material in 2025)
	Number of posts to the social media pages	100+	480+
	Number of followers to the social media pages	100+	670+
	Number of likes to the posts of the social media pages	500+	3325+
Dissemination Material	Number of distributed brochures	2000+	2000+
	Number of press releases	At least 3 (one per year)	3
	Number of non-academic publications	At least 2	10
	Number of poster presentations	3+	5
	Number of subscriptions to the project's newsletter	200+	80+
Dissemination Activities	Number of attended events	10+	42
	Number of organised own events (e.g., Info-days)	5+	6
	Number of presentations to external events	15+	16
	Number of contacts	300+	300+

## 5.1 Public Website Performance

Throughout the monitoring period (January 1 – December 4, 2025), the official ASTRAIOS website recorded notable growth in user engagement and visibility, as demonstrated by key performance metrics.

- Total site sessions: 2,629
- Unique visitors: 1,127 (a 24% increase compared to the previous period)
- Session growth: +50% year-over-year
- Average monthly sessions: ~219



Figure 26: Website Traffic Overview

The majority of website visitors were first-time users, with 97% (1,089) of unique visitors classified as new, and only 3% (38) as returning users. This trend indicates strong success in reaching new audiences, aligning with the project's objective to expand awareness and accessibility among stakeholders unfamiliar with ASTRAIOS.



Figure 27: Website new Vs. Returning Visitors

The most visited sections of the website reflect high interest in core project outputs and information resources:

- Homepage: 1,775 visits (+28%)
- Public Deliverables: 354 visits (+57%)
- News & Events: 251 visits (+62%)
- Knowledge Hub: 202 visits
- Our Partners: 199 visits (-13%)

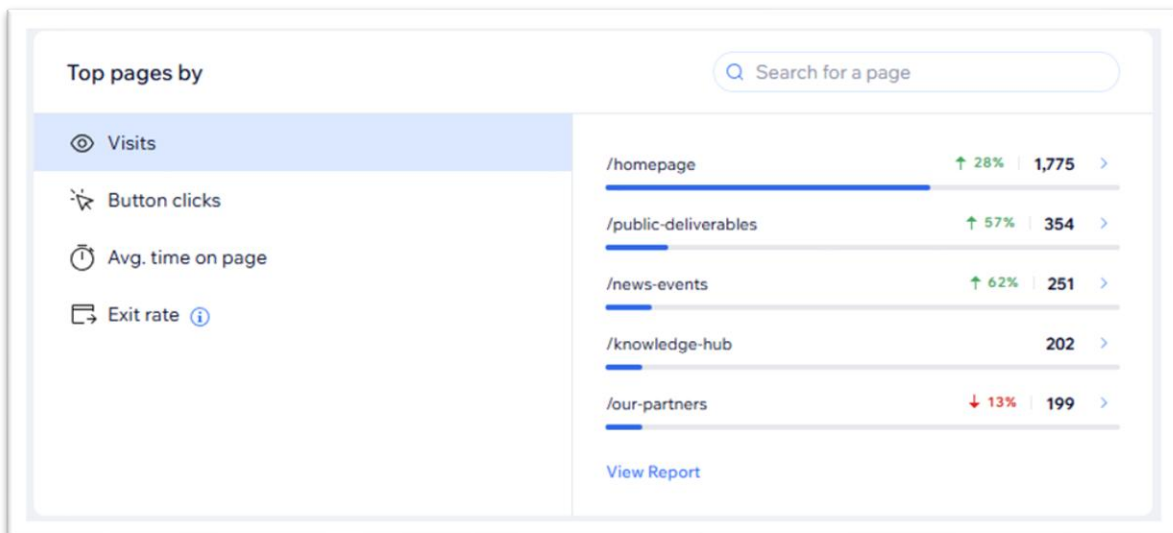


Figure 28: Website Most visited pages

This distribution highlights a growing interest in publicly accessible project outcomes and updates, particularly the deliverables and events.

The "Explore More" section, launched in February 2024 as part of Task 4100, contributed to increased traffic, with visitors accessing downloadable outreach materials, video content, and career information. Website analytics also indicated a broad international reach, with visitors from over 70 countries, and consistent engagement throughout the year, as seen in the session trends.

These metrics confirm that the ASTRAIOS website served as an effective and well-visited hub for communication, dissemination, and stakeholder engagement. The upward trend in traffic, combined with diverse content engagement, reflects the project's successful digital outreach efforts and continued interest in its outputs across the European space and education communities.

## 5.2 Social Media Performance

As outlined in previous sections, the LinkedIn group demonstrated a higher level of engagement from professionals and stakeholders within the space sector compared to platform X. Engagement levels with published content varied over the course of the project and were largely influenced by the nature of each post. Posts related to surveys and events—particularly the ASTRAIOS webinar series—tended to generate stronger interaction. Notably, the post that received the highest level of engagement was a dedicated International Women’s Day feature highlighting the “Women of ASTRAIOS,” which garnered 140+ likes. This response suggests a strong audience interest in and appreciation for gender representation within the space sector.

As part of its broader communication and outreach strategy, the ASTRAIOS project's dedicated YouTube channel has been heavily adopted to disseminate video-based content, including webinars, testimonial videos, podcasts, Soft Skills MOOCs, online info sessions, and educational playlists. From launch to the end of the reporting period:

- Total views: 1,342
- Total watch time: 64.6 hours
- Average view duration: 2 minutes 53 seconds
- Total impressions: 27,245

These metrics reflect steady engagement and interest in the video content shared, with visibility supported by strong impressions and CTR aligned with typical benchmarks for educational YouTube content.

Four key playlists contributed to the total channel views and watch time and are summarised in Table 4.

Table 4: ASTRAIOS YouTube Playlists' Performance

Playlist Title	Views	% of Total Views	Watch Time (hrs)	Avg. View Duration
<b>ASTRAIOS Webinar Series</b>	439	32.7%	40.0	5:28
<b>Exploring Careers in Space</b>	413	30.8%	6.7	0:58
<b>MOOCs on Soft Skills</b>	284	21.2%	10.5	2:12
<b>ASTRAIOS Info Sessions</b>	111	8.3%	6.6	3:33

The Webinar Series was the top-performing playlist, accounting for 62% of total watch time, indicating sustained interest in more in-depth, thematic content. Meanwhile, the Exploring Careers in Space playlist performed well in terms of view count but showed a shorter average view duration (also due to the shorter videos), consistent with its role as introductory or motivational content.

The channel recorded views from a broad range of countries, with notable engagement from Cyprus, France, Greece, the United Kingdom, India, Türkiye, and Serbia.

This demonstrates that ASTRAIOS video content resonated beyond its core European audience and contributed to global awareness of space education and careers.

The ASTRAIOS YouTube channel successfully complemented other dissemination channels by providing accessible, engaging, and reusable content for students, educators, and space sector stakeholders. With over 1,300 views and growing engagement, the platform supported project visibility, contributed to outreach KPIs, and ensured a lasting legacy for ASTRAIOS outputs beyond the project's official duration.

## 6. CONCLUSIONS

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The communication and dissemination activities implemented throughout the ASTRAIOS project were essential in maximising the visibility, reach, and impact of the project's results. These activities supported broader recognition of the project across Europe, enabled meaningful stakeholder engagement, fostered collaboration opportunities, and contributed to knowledge sharing and innovation within the space education and research ecosystem.

This report represents the final update and expansion of the Communication and Dissemination Strategy for ASTRAIOS, initially submitted as Deliverable D4.3 during the early phase of the project. It outlines the strategy, logic, and methodology behind the communication and dissemination approach and provides a comprehensive overview of the key activities carried out over the full duration of the project.

The strategy was carefully designed to align with the diverse needs, interests, and characteristics of ASTRAIOS' target audiences. This included the selection of key messages, formats, tools, and channels most suitable for each audience segment. The implementation of the strategy was supported by continuous monitoring and assessment, using both qualitative and quantitative Key Performance Indicators (KPIs) to evaluate progress and impact. The communication and dissemination approach was structured around four core pillars:

1. **Stage-Specific Communication and Dissemination Goals:** Clear and targeted objectives were defined for each phase of the project to ensure timely and effective stakeholder engagement.
2. **Identification of Target Audiences:** Key stakeholder groups—including policy-makers, industry, academia, research organisations, and the general public—were clearly identified, allowing for tailored outreach strategies.
3. **Tailored Communication and Dissemination Approaches:** Customised activities were designed and executed for each audience, reflecting their specific expectations and engagement levels.
4. **Continuous Monitoring and Impact Assessment:** A robust set of KPIs enabled the project team to track engagement, measure outcomes, and adapt communication actions as needed to maximise impact.

ASTRAIOS successfully demonstrated the effective dissemination and exploitation of its results, including the promotion of the ASTRAIOS MOOCs, Web Catalogue, various publications, policy recommendations, the active involvement of stakeholders, and sustained interactions with relevant European networks and initiatives. These efforts contributed to the long-term sustainability and potential policy uptake of the project's key outputs. Building on this progress, ASTRAIOS' communication and dissemination approach has laid the foundations for a coherent and enduring legacy. The continued availability of outreach materials, videos, Info Sessions, MOOCs, and the "Explore More" section on the project website ensures ongoing access to project results, providing enduring value for students, educators, industry stakeholders, and policy-makers. By maintaining open-access resources and ensuring cross-channel visibility, the project has created conditions for its outputs to remain relevant and usable well beyond its formal end date.

These actions position ASTRAIOS as a meaningful contributor to ongoing European discussions on skills development, education modernisation, and the future space workforce, reinforcing the project's role within the wider ecosystem of EU space and education initiatives.

In summary, this final report concludes the implementation of the ASTRAIOS communication and dissemination strategy. The comprehensive and targeted approach taken by the consortium has ensured that the project achieved strong visibility, fostered meaningful engagement, and created lasting impact across the European space sector.

### ***Looking Ahead: Sustaining the ASTRAIOS Legacy***

The ASTRAIOS communication and dissemination strategy has laid the groundwork for long-term influence. By ensuring continued access to its knowledge base, educational resources, and outreach tools, ASTRAIOS will remain a reference point in European discussions on space education and skills development. As Europe seeks to reinforce its position in the global space domain, the visibility and accessibility of initiatives and projects like ASTRAIOS become vital in inspiring, preparing, and mobilising the next generation of space professionals.



## LET'S CONNECT HERE!

 01.01.2023  36 months

 <https://astraios.eu>

 [info@astraios.eu](mailto:info@astraios.eu)   



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