



**THE RESEARCH & INNOVATION FOUNDATION PROGRAMMES
FOR RESEARCH, TECHNOLOGICAL DEVELOPMENT, AND INNOVATION
RESTART 2016 – 2020**



Pillar	I. Smart Growth
Programme	CO-DEVELOP
Project Acronym	Green-HIT
RIF Project Number	CODEVELOP-ICT-HEALTH/0322/0135
Proposal Title	A Green - Holistic IoT platform for Forest Management and Monitoring
Project Coordinator	Frederick Research Center (FRC)
Work Package Number	WP2
Work Package Title	Dissemination and Exploitation Activities
Deliverable Number	D2.2
Deliverable Title	Dissemination and Communication Activities Report and Materials (Report)

Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including RIF)	



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DOCUMENT CONTROL

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Executive Summary

The Green-HIT *Dissemination and Communication Plan (D2.1)*, formulated within WP2 and delivered on M12, encompasses both internal and external dimensions. It outlines the identification and selection processes for pertinent audiences and suitable communication channels. Furthermore, the plan defines the information to be communicated at each project stage to optimize dissemination efforts. It meticulously identifies targets, means, and routes for dissemination within the outlined plan.

This deliverable reports on the actual dissemination and communication activities performed during the Green-HIT project's lifespan. Dissemination activities are linked with the other project WPs and are, therefore, affected by their development. For this reason, the initial dissemination and communication plan was frequently reviewed and updated based on the development of the project. Additionally, project partners were encouraged to further disseminate the project individually.

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1. Introduction

Dissemination and communication activities play a pivotal role in the project's overall success and long-term viability. Green-HIT's dissemination process unfolds in two key dimensions: (i) *Strategy and Assessment*, encompassing the formulation of a robust dissemination strategy and plan, along with the systematic measurement of the effectiveness and efficiency of planned activities in WP2; and (ii) *Actions and Implementation*, covering the actions to be performed, as well as the execution and diligent progress tracking of the devised dissemination strategy.

The major goal of the project's dissemination strategy was to engage and connect with all pertinent target groups, leveraging a variety of appropriate communication channels. This approach is documented in D2.1, providing a structured overview of the estimated timeframe for each activity. Deliverable D2.2 reports on the implemented activities for dissemination and communication purposes. In alignment with the principles of transparency and inclusivity, the project has emphasized open access to data and information, including project outputs, publications, and other relevant materials.

The project's broad dissemination is envisioned to foster collaboration, innovation, and knowledge exchange within the scientific community and beyond, moving forward, contributing to the advancement of forest management and environmental conservation practices at large.

The remainder of this deliverable is structured as follows:

- Section 2 summarizes Green-HIT's dissemination and communication strategy, including the target groups, key messages, and the delineation of dissemination phases.
- Section 3 outlines the creation of Green-HIT's visual identity and the establishment of key communication channels, including the project website and social media platforms, used to promote its activities and outcomes.
- Section 4 presents the interviews and presentations conducted to communicate Green-HIT's vision and progress to broader audiences throughout the project duration.
- Section 5 describes the development and dissemination of promotional materials designed to enhance public visibility and understanding of the Green-HIT project.
- Section 6 documents the publication of scientific articles in reputable journals/conferences to disseminate Green-HIT's results within the academic and research communities.
- Section 7 highlights Green-HIT's representation at international conferences, facilitating scientific exchange and networking with global stakeholders
- Section 8 reports on the final workshop organized to showcase Green-HIT's key outcomes, encourage stakeholder engagement, and discuss post-project impact.
- Section 9 provides an overview of all press releases issued under the Green-HIT project to date.
- Section 10 concludes this deliverable.

2. Summary of Green-HIT Dissemination and Communication Strategy (D2.1)

The Green-HIT project has developed a holistic IoT platform for forest management and monitoring using cutting edge information and communication technologies. To have the desired impact, the project's workplan entailed communicating and disseminating the Green-HIT objectives, activities, and novel outcomes throughout the project's entire lifecycle. Dissemination and communication activities fall under WP2, which was led by FRC and is actively supported by all project partners.

Target Groups & Audiences: The Green-HIT dissemination and communication strategy addresses all potential audiences that can benefit from or are interested in the project's results, which include:

- Forest engineers and consultants.
- Fire management associations and firefighting agencies.
- Governmental authorities and municipalities.
- Industry representatives.
- Potential customers.
- Academia/Research.
- Environmental protection agencies and NGOs.

Green-HIT Key Messages:

1. The Green-HIT project leverages cutting-edge technology and innovative IoT solutions to revolutionize forest management and monitoring practices, paving the way for more efficient and effective conservation efforts.
2. The Green-HIT project employs a state-of-the-art IoT platform and intelligent AI modules to protect and preserve forest ecosystems, safeguarding biodiversity and natural habitats for future generations.
3. The Green-HIT project contributes to the promotion of long-term environmental sustainability and resilience, fostering balanced economic growth and societal well-being, through the implementation of sustainable forest management practices.
4. The Green-HIT project brings together a diverse consortium of stakeholders, including government agencies, industry representatives, academia, and NGOs, to collectively address the challenges of forest management and monitoring, ensuring comprehensive and interdisciplinary solutions.
5. By providing forest engineers, consultants, and firefighting agencies with advanced tools and real-time data insights, the Green-HIT project empowers them to make informed decisions, proactively manage forest resources, and respond swiftly to emerging threats like forest fires.
6. Green-HIT's outcomes and recommendations serve as valuable inputs for policymakers, guiding the development of evidence-based policies and strategies for sustainable forest management, environmental protection, and disaster risk reduction.

7. Through active engagement with stakeholders at all levels, including governmental authorities, industry partners, local communities, and environmental organizations, Green-HIT fosters a collaborative approach to forest management, ensuring inclusivity, transparency, and accountability.

Partner Involvement/Contributions: All project partners were actively involved in the project's dissemination and communication activities. Each partner has also contributed its network of contacts/collaborators/clients/users to ensure the best possible impact of the dissemination strategy.

Dissemination Phases:

- Phase 1 (M1 - M12): Awareness on project objectives and scope.
- Phase 2 (M12 - M18): Dissemination of project activities.
- Phase 3 (M18 – end of project): Promotion and exploitation of project results.

3. Branding & Establishment of Public Communication Means/Channels

Responsible Partner	Contributors	Target Groups	KPIs
FRC	-	All	1x Project Logo 1x Project Website (<u>Target</u> : >400 views) 2x Social Media Accounts (<u>Target</u> : >1000 views)

3.1 Green-HIT Visual Identity

The initial logo designed for the Green-HIT project is shown below:



The logo has been revised and finalized in the following form:

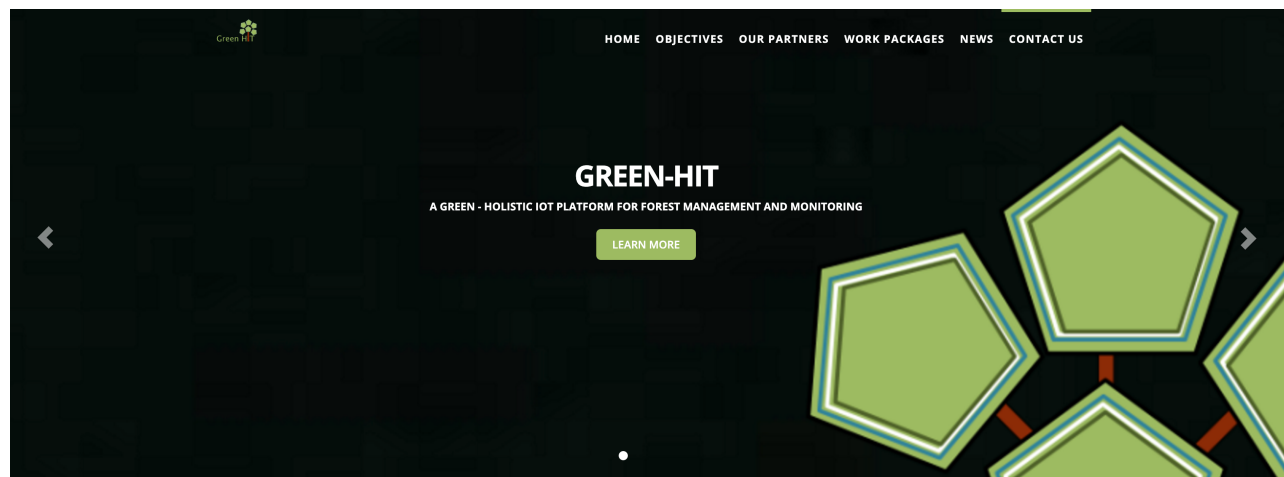


3.2 Green-HIT Project Website

A dedicated website was established at the outset of the project to share updates, key outcomes, and other relevant information.

This is accessible at the following link: <https://mdl.frederick.ac.cy/projectpagebuilder/Projects/Green-HIT>.

Representative screenshots are provided below:

**OBJECTIVE 1**

To create a big-data ready database with structured, semi-structured and unstructured data of at least three (3) heterogenous forests in Cyprus within the first one (1) year of the project.

[Details »](#)

OBJECTIVE 2

To produce at least one UAV (WP4) with minimum 1 hour @ 50km/h endurance and minimum range of 40 Km @ 60Km/h within the first eighteen (18) months of the project.

[Details »](#)

OBJECTIVE 3

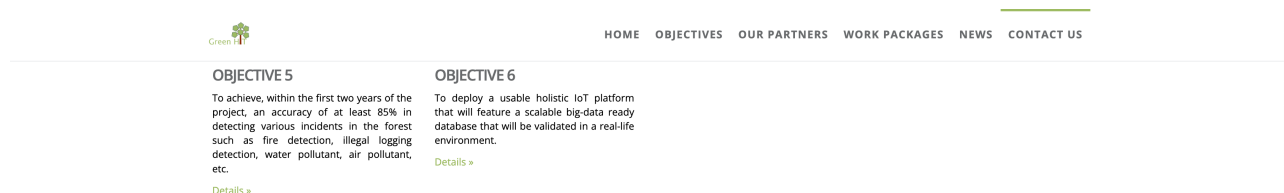
To produce at least 200 composite multi-purpose sensors (WP4) that will be deployed in the selected pilot sites within the first two (2) years of the project.

[Details »](#)

OBJECTIVE 4

By the end of the first year have at least 20 test users registered in the Green-HIT platform (WPS) to evaluate its usability and its effectiveness in forest management and monitoring.

[Details »](#)



Project Outcomes

Green-HIT

A holistic IoT platform for the promotion of digital and green technology via forest management and monitoring.



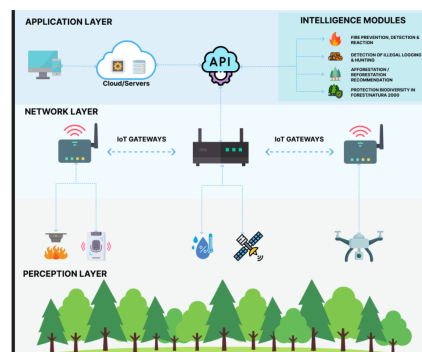
Prevention, detection and reaction to forest fires

The Center of Excellence in Risk & Decision Sciences (CERIDES) will mainly contribute to the intelligence modules with main focus on fire probability calculation for prevention, fire detection and fire reaction by simulating the fire behavior.



Protecting forests from illegal logging and hunting.

Protecting forests from illegal logging and hunting via IoT Sensors



Providing afforestation and/or reforestation recommendations.

ERATOSTHENIS Centre of Excellence (ECoE) a new, autonomous, and self-sustained centre with extensive expertise on Earth Observation, space technology and Geospatial Information will contribute to remote sensing and satellite image processing and analysis.



Monitoring forests and forest areas

Monitoring forests and forest areas via IoT Sensors



Our Partners

The Green-HIT will be implemented by a consortium that will utilize and improve existing or create new links and synergies between partners, which have jointly identified the challenges on forest management and will jointly design and develop a new cost effective solution to address those challenges.



CyRIC

CyRIC is a fast growing company with a strategic aim to become an important regional Center developing disruptive products for the world markets and providing unique, high quality services to the industry. CyRIC offers Research and Innovation Services for its customers in the fields of engineering design and prototyping, electronics and communications and software solutions. In addition a number of specialised consultancy and entrepreneurship services are offered to startups and SMEs.



Frederick Research Centre (FRC)

Frederick Research Center (FRC) is a leading research non-profit organization in Cyprus. It was established in 1995 in order to create a solid foundation for the development of scientific research activities of Cypriot and foreign scientists.



ERATOSTHENIS Centre of Excellence (ECoE)

ERATOSTHENIS Centre of Excellence (ECoE) a new, autonomous, and self-sustained centre with extensive expertise on Earth Observation, space technology and Geospatial Information will contribute to remote sensing and satellite image processing and analysis.



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Work Packages

The project structure is composed of seven Work Packages (WPs)

Work Package 1

Project Management

[More info](#)

Project Months
1 - 24

Project Months
1 - 24



Work Package 2

Dissemination and Exploitation Activities

[More info](#)

Work Package 3

Data Specifications and Requirement Analysis

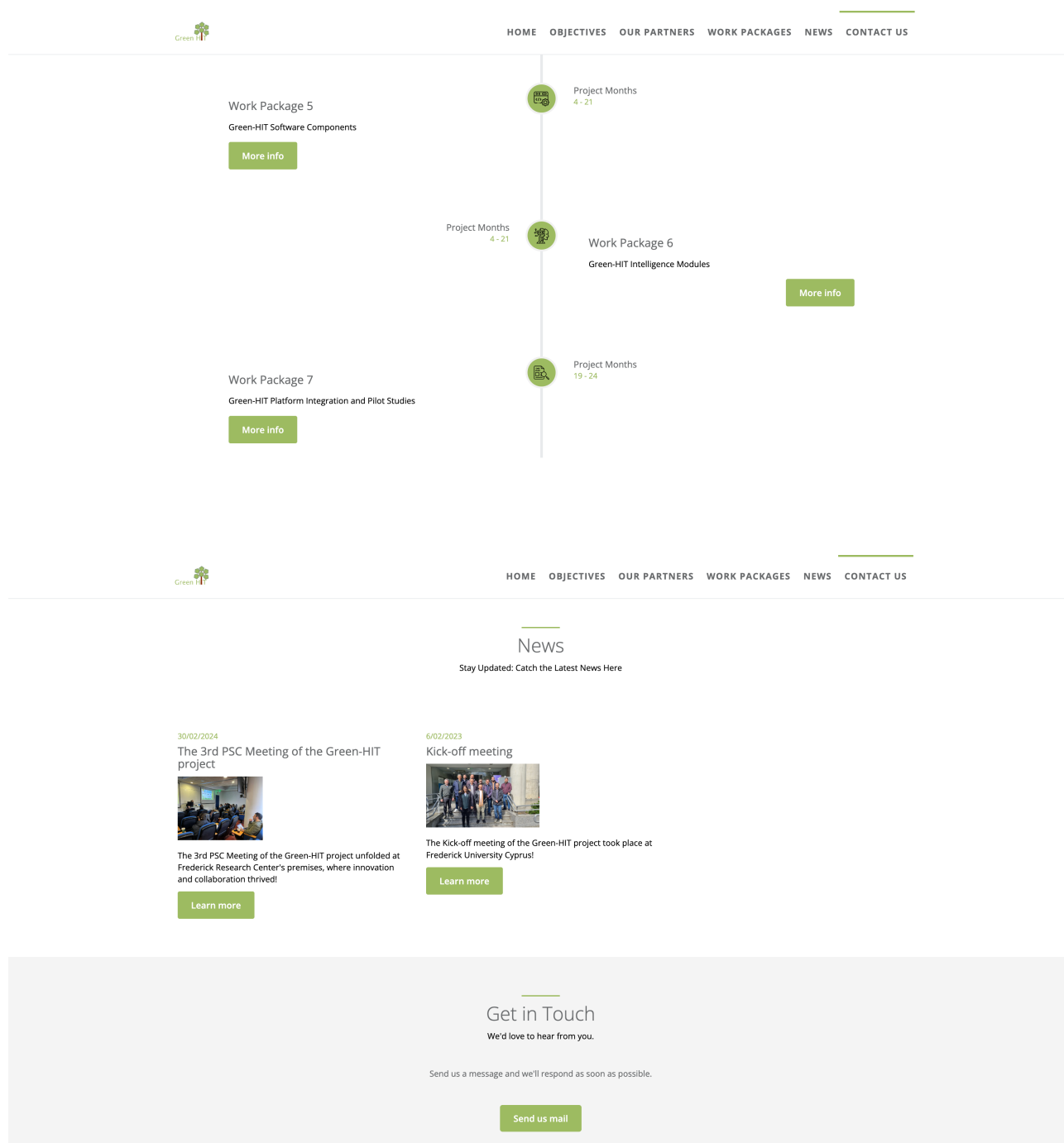
[More info](#)

Project Months
1 - 6

Project Months
4 - 21



Work Package 4

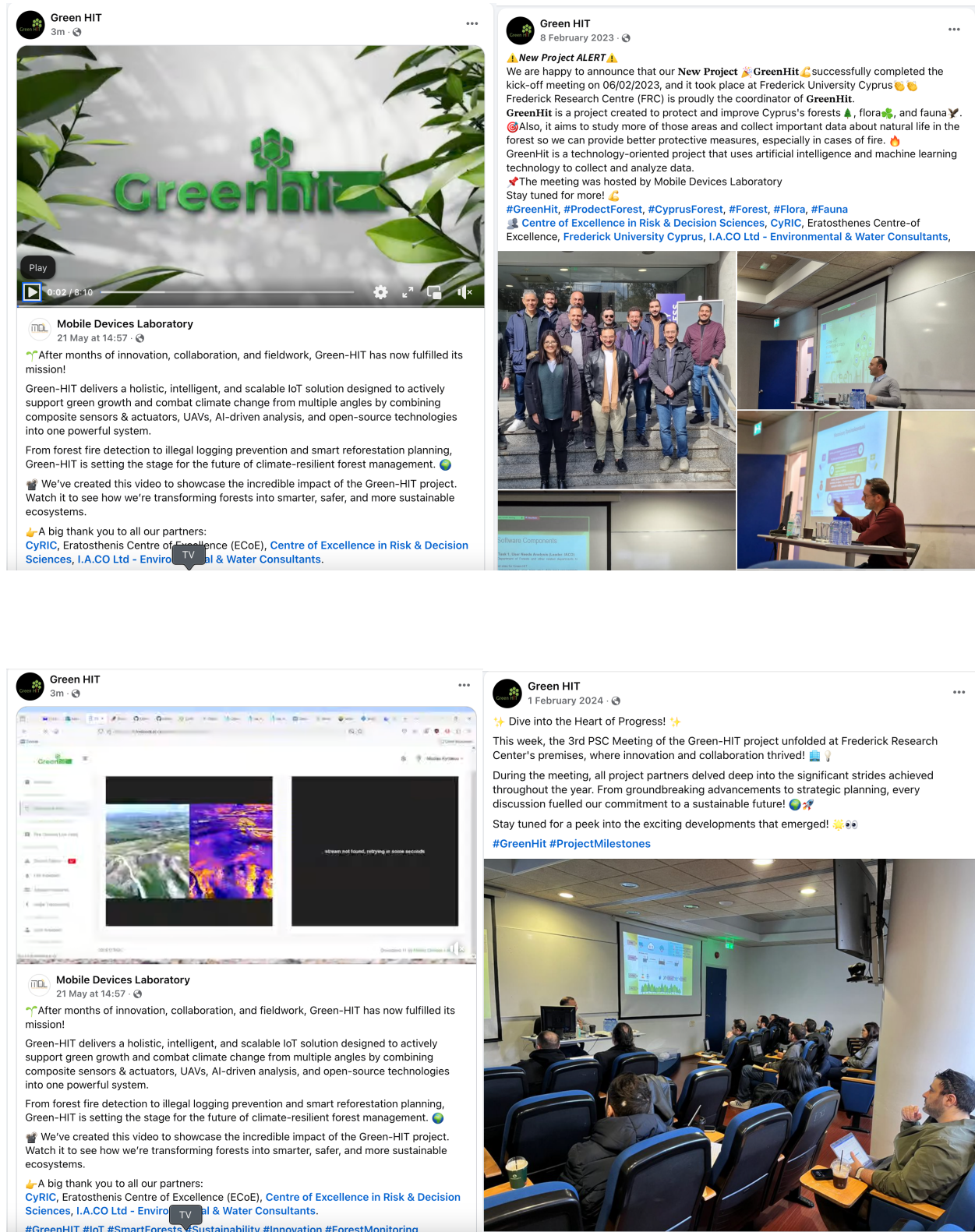


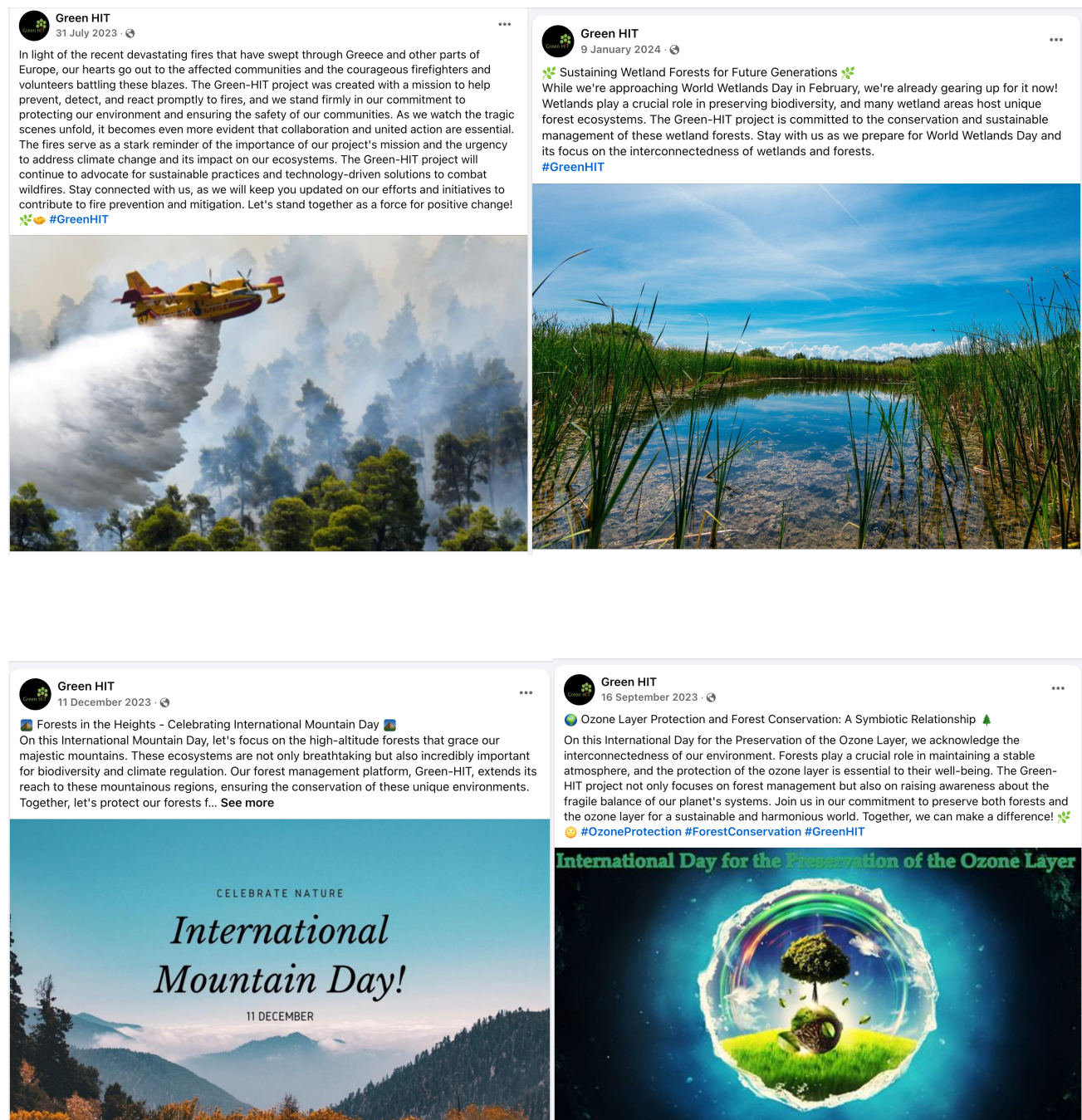
3.3 Green-HIT Social Media Pages

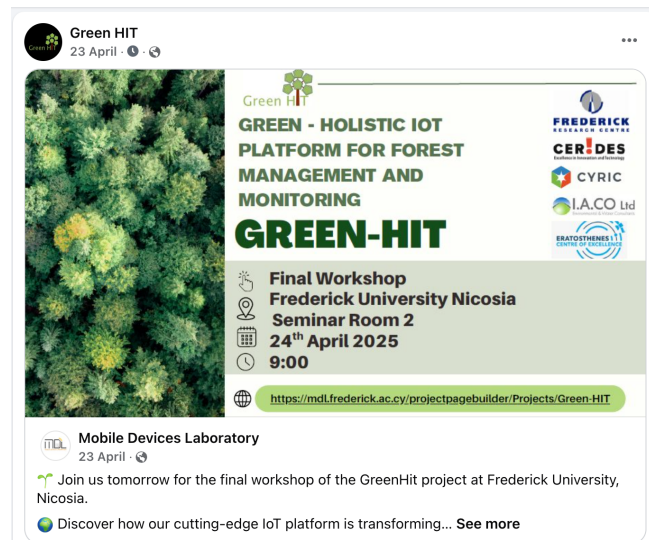
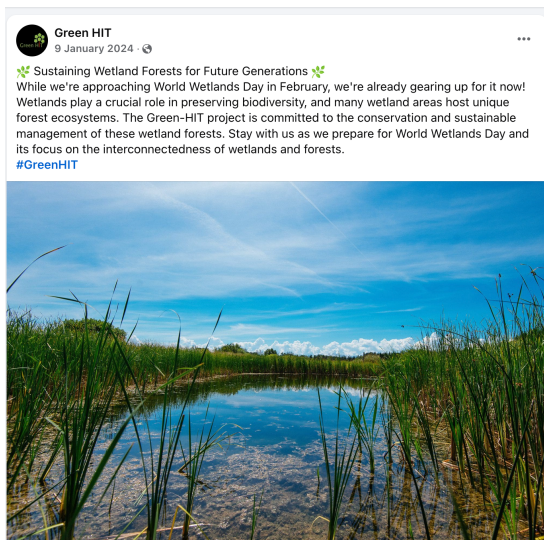
Dedicated social media pages on Facebook and LinkedIn have been established at the outset of the project to promote Green-HIT and its novel outcomes. These can be accessed here:

- <https://www.facebook.com/profile.php?id=100090111222130>
(for use to promote the Green-HIT project throughout the project's lifecycle)
- <https://www.linkedin.com/company/green-hit/>
(for use to promote the Green-HIT solution when officially launched)

Representative screenshots of the relevant posts are presented below.

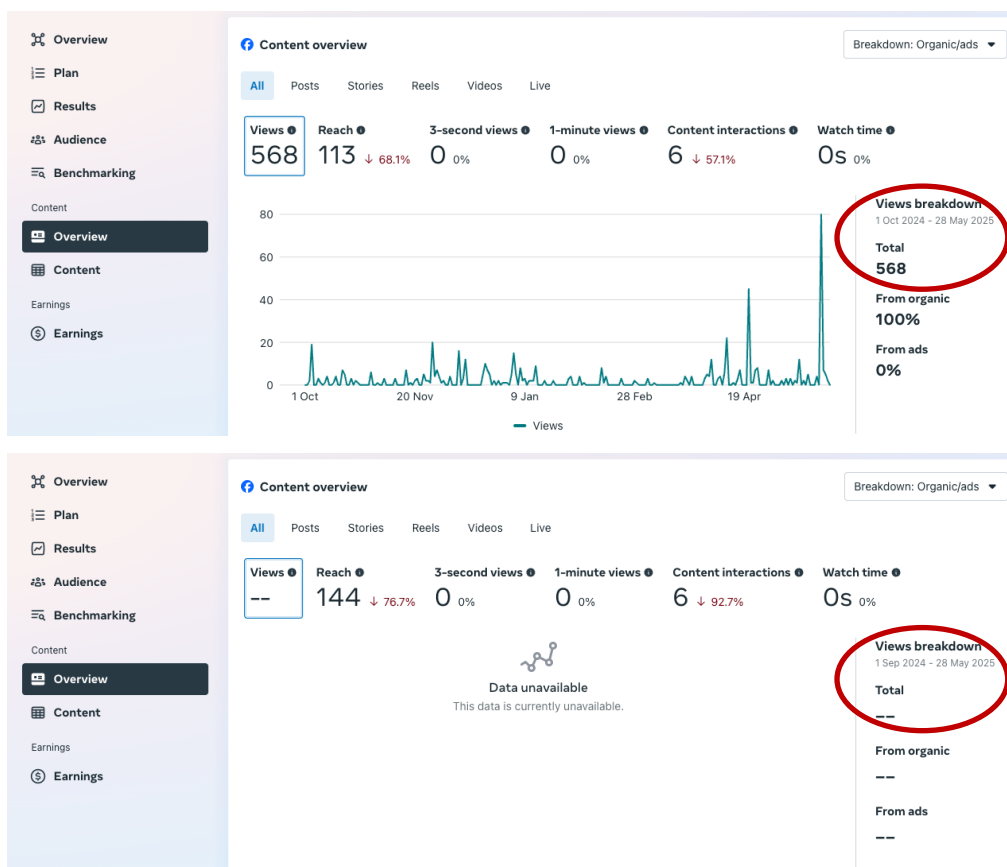






Facebook's Insights analytics tool only retains page view data for a limited historical window, up to eight (8) months as depicted by the figures below. It is assumed that this is due to Facebook's internal data retention policies, which prioritize performance optimization and storage efficiency. As a result, older metrics beyond this period are not accessible through the platform's standard interface or export functions. This limitation affects all page administrators and is not specific to the Green-HIT project page.

Nevertheless, during the past eight (8) months, the Facebook page recorded 568 organic views (as illustrated below); extrapolating from this data suggests that the project most likely met its target of 1,000 views over its duration (i.e., 24+ months).



4. Interviews and Presentations

Responsible Partners	Contributors	Target Groups	KPIs
All	All	All, Public	5x Interviews/Presentations (<u>Target</u> : >1)

Throughout the duration of the project, a series of presentations were delivered to communicate Green-HIT's vision and showcase its innovative outcomes. These are listed below:

- Presentation at the show titled “**Πανεπιστημιακοί Θησαυροί**” (*Academic Treasures*)

Presenter: Dr. Andreas Konstantinidis (Project Coordinator, FRC)

Date: 23 Feb. 2023

More information: <https://radio.rik.cy/show/panepistemiakoi-thesauroi/?page=3> (00:50:34 - 01:01:5)
- Abstract presentation at the **10th International Conference on Remote Sensing and Geoinformation of Environment (RSCy2024)**

Presenter: ERATOSTHENES CoE

Date: 08-09 Apr. 2024

More information: <https://eoc.org.cy/event/10th-international-conference-on-remote-sensing-and-geoinformation-of-environment-rscy2024/>
- Booth at **European Researchers’ Night 2024**

Presenter: FRC

Date: 27 Sept. 2024

Participants: >3K (Green-HIT leaflets disseminated during event)

More information: <https://www.research.org.cy/en/event/european-researchers-night-2024/>,
<https://www.research.org.cy/mission-possible-me-chiliades-episkeptes-sto-fetino-european-researchers-night/>
- Booth at **Beyond Expo 2025**

Presenter: CYRIC

Date: 04-06 Apr. 2025

Participants: >30K attendees, 1.2K exhibitors, and 300 speakers (Green-HIT leaflets disseminated)

More information: <https://www.beyond-expo.gr/>



- Presentations at the **Green-HIT Final Workshop**
Presenters: Dr. Andreas Konstantinidis (Project Coordinator, FRC), Maria Prodromou (ERATOSTHENES), Pericles Cheng (CERIDES), Nicolas Kyriakou (CYRIC)
Date: 24 Apr. 2025
More information: Please refer to Section 8

5. Green-HIT Leaflet/Brochure, Poster, Event Invitation, and Promotional Video


Responsible Partner	Contributors	Target Groups	KPIs
FRC	-	All, Public	1x Leaflet/Brochure (<u>Target:</u> 100-150 distributed/downloaded) 1x Poster (<u>Target:</u> >50 downloads) ▪ <i>Distributed during European Researchers' Night 2024 (>3K attendees)</i> ▪ <i>Distributed during Beyond Expo 2025 (>30K attendees)</i> 1x Promotional Video

A range of promotional materials, including a leaflet, brochure, a project poster, and a promotional video were developed to effectively disseminate Green-HIT's key messages and visual identity to diverse target audiences.

Leaflet/Brochure:



Back View



The Green-HIT project aims at designing and developing a holistic IoT platform for forest management and monitoring using cutting edge Information and Communication Technologies to promote digital and green technology. The platform will support:

1. Prevention, detection, and reaction to forest fires.
2. Afforestation and/or reforestation recommendations.
3. Protecting forests from illegal logging and hunting.
4. Monitoring forests and forest areas as well as protecting the biodiversity within the forests, and,
5. Forest mapping and inventory by collecting, combining and analyzing field data and remote sensed data.

This will be achieved by utilizing state-of-the-art knowhow and technologies in the areas of Web and Mobile Computing, Big Data Management, Machine Learning and Optimization, Earth Observation, space technology and Geospatial Information for remote sensing and satellite image processing/analysis, fire probability calculation for prevention, fire detection, and fire reaction by simulating a fire's behaviour, as well as deployment of IoT sensors and actuators, UAVs and use of LoRaWAN communication.




A GREEN HOLISTIC IOT PLATFORM, FOR FOREST MANAGEMENT AND MONITORING.

**SAVE THE FORESTS
SAVE THE
WORLD**



Front View

Poster:

Workshop Invitation:

Green HIT

**GREEN - HOLISTIC IOT
PLATFORM FOR FOREST
MANAGEMENT AND
MONITORING**

GREEN-HIT

Final Workshop
Frederick University Nicosia
Seminar Room 2
24th April 2025
9:00

Logos:
FREDERICK RESEARCH CENTRE
CER!DES
CYRIC
I.A.CO Ltd
ERATOSTHENES I
CENTRE OF EXCELLENCE

<https://mdl.frederick.ac.cy/projectpagebuilder/Projects/Green-HIT>

Promotional Video: <https://fb.watch/zOGD6JLSAY/>

6. Articles in Peer-Reviewed Conferences and/or Journals

Responsible Partner	Contributors	Target Groups	KPIs
FRC, CERIDES, ERATOSTHENES, CYRIC	IACO	Researchers, Academics	4x Scientific Publications (<u>Target</u> : >2)

To ensure scientific dissemination and validation, the Green-HIT project contributed to the academic community through the publication of articles in reputable peer-reviewed scientific conferences and journals:

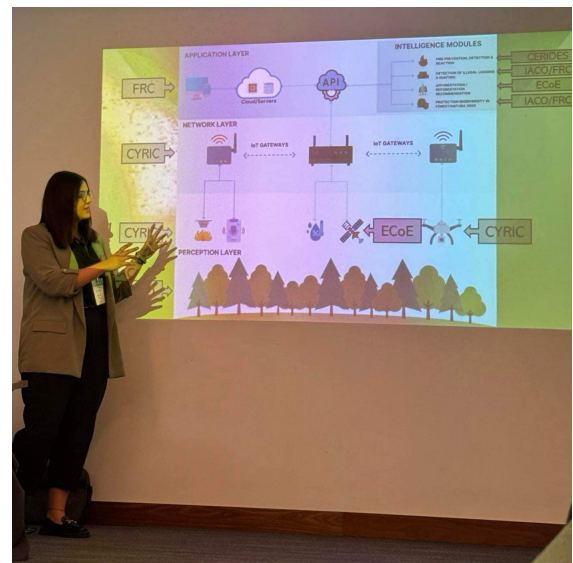
- A. Pamboris, I. Iasonos, N. Kyriakou, M. Prodromou, P. Cheng, A. Konstantinidis. 2025. “Green-HIT: An End-to-End IoT System for Forest Monitoring and Management”. To appear in: Conference in Advancements in Sustainable Engineering, Cyprus, September 11-12, 2025.
- P. Cheng, A. Papatheodoulou, A. Constantinides, A. Pamboris, N. Kyriakou, G. Tsapparellas. 2025. “USING ARTIFICIAL INTELLIGENCE FOR WILDFIRE PREVENTION IN CYPRUS”. To appear in: 5th International Fire Safety Symposium (IFireSS 2025), Ulster University, Belfast, United Kingdom, June 25-27, 2025.
- M. Prodromou, M. Tzouvaras, C. Mettas, A. Konstantinidis, A. Pamboris, I. Iasonos, D. Hadjimitsis. 2025. “The Contribution of Remote Sensing for the Development of a Green-Holistic IoT Platform for Forest Management and Monitoring: Reforestation and Deforestation Modules”. To appear in: ISPRS Geospatial Week 2025: “Photogrammetry and Remote Sensing for a Better Tomorrow, Dubai, April 6-11, 2025.
- M. Prodromou, I. Gitas, C. Mettas, M. Tzouvaras, K. Themistocleous, A. Konstantinidis, A. Pamboris, D. Hadjimitsis. 2025. “Remote-Sensing-Based Prioritization of Post-Fire Restoration Actions in Mediterranean Ecosystems: A Case Study in Cyprus”. Remote Sensing 17, no. 7: 1269. <https://doi.org/10.3390/rs17071269>.

7. Participation in International Conferences

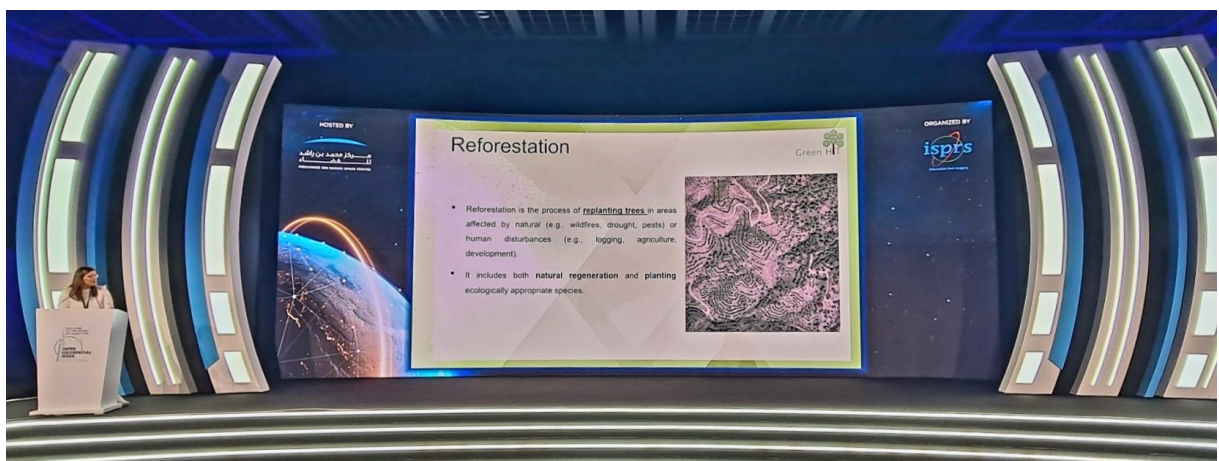
Responsible Partners	Contributors	Target Groups	KPIs
FRC, CERIDES, ERATOSTHENES	-	Researchers, Academics	3x Participations – one scheduled in June 2025 (<u>Target</u> : >2)

The Green-HIT project has been or is scheduled to be represented at the following international conferences, providing a platform to disseminate its results, engage with the scientific community, and foster new collaborations:

- 10th International Conference on Remote Sensing and Geoinformation of Environment (RSCy2024), Paphos, Cyprus, April 8-9, 2024.



- ISPRS Geospatial Week 2025: "Photogrammetry and Remote Sensing for a Better Tomorrow, Dubai, April 6-11, 2025.





- 5th International Fire Safety Symposium (IFireSS 2025), Ulster University, Belfast, United Kingdom, June 25-27, 2025.

8. Green-HIT Workshop.

Responsible Partner	Contributors	Target Groups	KPIs
FRC	All	All	42x Participants (<u>Target</u> : >50 participants)

A Green-HIT workshop was organized and implemented, on the 24th of April 2025, at the premises of the Host Organization (HO) to showcase the project's final novel outcomes. The workshop was attended by 42 participants, who engaged in interesting discussions around the project's potential impact following the completion of the project. The workshop agenda and selected photos taken during the event are presented next.

GREEN-HIT WORKSHOP (CODEVELOP-GT/0322) 24 April 2025 Host: Frederick Research Center (FRC) Venue: Frederick University Nicosia (New Wing Building, Seminar Room 2) Time: 09:00 – 12:00		
Time	Activity	Partner
09:00 - 09:30	Welcome Note & Green-HIT Project Overview	FRC (PC)
09:30 - 09:50	Green-HIT Hardware Components: Sensors and UAVs	CYRIC
09:50 - 10:10	<i>Green-HIT Intelligence</i> : Fire Prevention, Detection, and Reaction Modules	CERIDES
10:10 - 10:30	<i>Green-HIT Intelligence</i> : Afforestation, Reforestation, and Deforestation Modules	ERATOSTHENES
10:30 - 10:50	Coffee Break	
10:50 - 11:10	<i>Green-HIT Intelligence</i> : Illegal Logging and Hunting Detection Module <i>Green-HIT Intelligence</i> : Biodiversity Logging and Protection – Illegal Trespassing Detection Module	FRC
11:10 - 11:40	Platform Demonstration and Pilot Trials Evaluation	FRC
11:40 - 12:00	Discussion	All





9. Green-HIT Press Releases.

Responsible Partner	Contributors	Target Groups	KPIs
FRC	-	All	4x Press Releases/Mentions

The list of press releases issued under the Green-HIT project to date is provided below:

- FREDERICK UNIVERSITY WEBSITE
Date: 14/02/2023
Link: <https://www.frederick.ac.cy/en/latest-news/496-green-hit-cutting-edge-technology-for-forest-management-and-monitoring>
- PAIDEIA NEWS
Date: 14/02/2023
Link: <https://paideia-news.com/panepistimio-frederick/2023/02/14/green-hit-texnologies-aixmis-gia-tin-prostasia-dasikon-perioxon/>
- SIGMALIVE
Date: 14/02/2023
Link: <https://www.sigmalive.com/news/market-news/1067953/greenhit-texnologies-aixmis-gia-tin-prostasia-dasikon-perioxon>
- FREDERICK UNIVERSITY WEBSITE (Mention)
Date: 26/09/2024
Link: <https://www.frederick.ac.cy/en/component/content/article?id=746:%CF%84%CE%BF-%CF%80%CE%B1%CE%BD%CE%B5%CF%80%CE%B9%CF%83%CF%84%CE%AE%CE%BC%CE%B9%CE%BF-%CE%BC%CE%B1%CF%82-%CF%83%CF%85%CE%BC%CE%BC%CE%B5%CF%84%CE%AD%CF%87%CE%B5%CE%B9-%CF%83%CF%84%CE%B7-%CE%B2%CF%81%CE%B1%CE%B4%CE%B9%CE%AC-%CF%84%CE%BF%CF%85-%CE%B5%CF%81%CE%B5%CF%85%CE%BD%CE%B7%CF%84%CE%AE-%CE%BC%CE%B5-%CE%AD%CE%BE%CE%B9-%CE%BE%CE%B5%CF%87%CF%89%CF%81%CE%B9%CF%83%CF%84%CE%AD%CF%82-%CE%B4%CF%81%CE%AC%CF%83%CE%B5%CE%B9%CF%82&Itemid=101>

10. Conclusions

Deliverable D2.2, developed within the scope of WP2, has presented the dissemination and communication activities carried out during the lifespan of the Green-HIT project. The initial dissemination and communication plan has been updated based on project developments and taking into consideration dynamic factors that affected the corresponding activities. The activities described in this document have contributed to increasing the interest of users and stakeholders for the project's tangible outcomes, as well as promoting the project's novel results to the specified target groups.