



# PLANMAP

Geologic Mapping of our Solar System

Grant Agreement

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Acronym

PLANMAP

Project full title

Planetary mapping

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## Executive summary

The D8.6 deliverable is the first of the four aimed at reporting the communication activities that will be carried out during the PLANMAP project. For this reason a brief introduction on the communication strategy is presented before describing and listing the activities completed during the first 6 months of the project. During this period a PLANMAP web-site was created and social media accounts dedicated to PLANMAP were opened (D8.2). In addition, the PLANMAP illustration program was begun with the creation of 6 flyers to be shared via web, during conferences, and at public events (D8.3). The communication of PLANMAP to the public during the first 6 months of the project has been productive, as shown by several press articles in particular with regard to the Kick Off meeting in Padua. PLANMAP was featured in a TEDx talk by David Rothery, and during the ASI streaming press conference event dedicated to the ExoMars CaSSIS first orbital images. In addition, public talks for secondary school students in Italy and elsewhere also described PLANMAP activities. The planetary science community has been reached through conference presentations, whereas the first scientific results have been presented at an international conference (EGU and EPSC). The team members of current missions, including ExoMars and BepiColombo, as well as the lunar HERCULES mission concept, have been informed and are already partly involved in PLANMAP activities.



## List of acronyms

Acronym	Explanation
EGU	European Geosciences Union
HERACLES	Human-Enhanced Robotic Architecture and Capability for Lunar Exploration and Science
LPSC	Lunar and Planetary Science Conference
TED	Technology, Entertainment and Design

## Scope of the document

The present deliverable is the first out of four dedicated to communication reports. All of them have the main scope of reporting the communication activity during the related period. In particular in the present deliverable the activity of the first 6 months of PLANMAP project will be summarized and listed. In addition, being the first such report, the communication strategy will be briefly introduced since many activities will have their own dedicated reports (see for example PLANMAP outreach through drawings, PLANMAP Web-site program, PLANMAP school).

## Introduction: Communication tools

The project communicates its results on a variety of channels, depending on the audience. Primary scientific results are presented at workshops and mission team meetings, at science conferences, and in peer-reviewed manuscripts. In addition, the results are communicated to the general public via social media, public talks, press releases, and on the PLANMAP web-site. The main social media along with online sharing platforms for images and 3D models will be used to reach the general public (see [D8.2](#)). The PLANMAP website which is in its first version (see [D8.2](#)) will also act as a hub to reach the various repositories. The PLANMAP illustration program produced 6 flyers downloadable from the website (see [D8.3](#)). The PLANMAP school and workshops will start next year, and 3D representations of maps will populate future versions of the websites and the virtual environments that will be set up during the last year of the project.



## Scientific dissemination

Conference proceedings, abstracts, research articles and mapping products will be provided through the public wiki and ultimately via the website. Every product, when relevant and possible, will have its own DOI and reference. Access to full-text articles will be provided in accordance to H2020 Open Access requirements, also with the use of preprint/postprint services and institutional repositories (see D7.1). During the first 6 months of the project, we were able to produce several conference presentations and related abstracts for international Conferences (EGU and EPSC). In addition, we were able to advertise PLANMAP activities at team meetings of ongoing, planned, and in study missions such as ExoMars, BepiColombo, and HERACLES; this allowed us to involve more interested scientists in our planetary geological mapping activities.

## Data dissemination

Data and code dissemination will use de-facto standards in the field, including (see D8.2)

- GitHub
- Zenodo/OpenAIRE
- Planmap web site, wiki and upcoming web-gis/data portal

## Social media dissemination

The PLANMAP consortium has an active account on the main social media platforms including Twitter, Facebook and Instagram to provide frequent reports on the work in progress of mapping and 3D modelling, as well as some behind the scenes anecdotes to reach the general public. The Sketchfab platform will be used to visualise digital outcrop models and 3D geomodels. See also D8.2.

The main social media handles so far are listed below:

- Instagram - <https://www.instagram.com/planmap.eu/>
- Facebook - <https://fb.me/planmap.eu>
- GitHub - <https://github.com/planmap-eu>
- Sketchfab - <https://sketchfab.com/planmap.eu>
- Twitter - [https://twitter.com/planmap\\_e](https://twitter.com/planmap_e)
- Youtube - <https://www.youtube.com/channel/UC6xjuRAHYjWQeKxChv6wo0Q>



## Outreach

Outreach activities will be documented and advertised on the PLANMAP web-site and its social media channels (see also D8.2, D8.3). During the first 6 months of activity, PLANMAP has had good press coverage as shown in the press releases and coverage tables in the Media Impact section below. Most of the press communications were published on the occasion of the PLANMAP Kick Off, but other communications have maintained the public attention throughout these first months of activity. Dave Rothery featured PLANMAP during his TEDx London talk dedicated to the exploration of Mercury (<https://www.youtube.com/watch?v=UZIPP0UphI0&feature=youtu.be>; more than 28k views to date), whereas Matteo Massironi explained PLANMAP activities during press conference streaming event in Rome on the 27/06/2018 organized by the Italian Space Agency (ASI) for the first Exo-Mars-CaSSIS orbital images (<https://cloud.planmap.eu/index.php/s/M2rnzMkgb6zDEH9>). A dedicated series of seminars for the Public were also held during PLANMAP Kick-Off. Seminars in secondary schools dedicated to planetary geology including PLANMAP geological mapping and 3D rendering have been also carried out in Italy (eg. 03/05/2018 Liceo Scientifico "A. Messedaglia"-Verona, Italy).



## Communication results

### Conference presentation and publications

Presenter	Type of Publication	Repository link	Link to the publication	Title	Authors	Title of Journal / Proceedings Book / Series	Volume Pages	Publisher	Publication year	Peer Review
<a href="#">Matteo Massironi</a>	Publication in Conference Proceedings / Workshop	same as link to pub in this case	<a href="https://meetingorganizer.copernicus.org/EGU2018/EGU2018-18106.pdf">https://meetingorganizer.copernicus.org/EGU2018-18106.pdf</a>	Towards integrated geological maps and 3D geo-models of planetary surfaces: the H2020 PLANetary MAPping project	Matteo Massironi, Francesca Altieri, Harald Hiesinger, Nicolas Mangold, Dave Rothery, Angelo Pio Rossi, Matthew Balme, Cristian Carli, Fabrizio Capaccioni, Gabriele Cremonese, Gianrico Filacchione, Stephane Le Mouelic,	Geophysical Research Abstracts	EGU2018-18106	Copernicus	2018	YES



					Vicram Unnithan, and Carolyn Van Der Bogert					
<a href="#">Andrea Semenzato</a>	Publication in Conference Proceedings / Workshop	same as link to pub in this case	<a href="https://meetingorganizer.copernicus.org/EPSC2018/EPSC2018-344.pdf">https://meetingorganizer.copernicus.org/EPSC2018/EPSC2018-344.pdf</a>	Discovering Rembrandt basin's subsurface and Enterprise Rupes: 3D-model based on stratigraphic mapping and structural analysis	Andrea Semenzato, Matteo Massironi, Riccardo Pozzobon, Valentina Galluzzi, David A. Rothery, Sabrina Ferrari.	EPSC Abstracts	Vol. 12, EPSC2018-344	Copernicus	2018	YES
<a href="#">Dario Pesce</a>	Publication in Conference Proceedings / Workshop	same as link to pub in this case	<a href="https://meetingorganizer.copernicus.org/EPSC2018/EPSC2018-294.pdf">https://meetingorganizer.copernicus.org/EPSC2018-294.pdf</a>	Structural Mapping of the Inner Layered Deposits of the Crommelin Crater (Mars)	Dario Pesce, Riccardo Pozzobon, Matteo Massironi	EPSC Abstracts	Vol. 12, EPSC2018-294,	Copernicus	2018	YES



## Media impact of PLANMAP activities

Media coverage of PLANMAP activities is monitored by the coordinator and all relevant partner institutions. A collection of news items, media and press coverage of PLANMAP is maintained internally and its summary is publicly available on <https://planmap.eu/?q=press>

An excerpt is included below:

### Press releases

<a href="#">Il Bo mette in orbita mappe e modelli 3D di Luna e pianeti</a>	Il Mattino di Padova, March 27, 2018 <a href="http://mattinopadova.gelocal.it/padova/cronaca/2018/03/27/news/il-bo-met...">http://mattinopadova.gelocal.it/padova/cronaca/2018/03/27/news/il-bo-met...</a>
<a href="#">Progetto PlanMap</a>	March 23,2018 <a href="https://www.geoscienze.unipd.it/planmap-project">https://www.geoscienze.unipd.it/planmap-project</a>
<a href="#">Le mappe in 3D per il futuro dell'esplorazione spaziale</a>	March 26, 2018 <a href="https://ilbolive.unipd.it/it/mappe-3d-futuro-dellesplorazione-spaziale">https://ilbolive.unipd.it/it/mappe-3d-futuro-dellesplorazione-spaziale</a>



<p><a href="#"><u>JACOBS UNIVERSITY SUPPORTS NEW MAPPING OF MARS, MERCURY AND THE MOON</u></a></p>	<p>The interest in planetary surface exploration, with particular regard to future robotic and human missions, is rapidly increasing on a world-wide scale. For missions to be successful highly informative geological maps are needed. An international research project including a team from Jacobs University Bremen aims at [..]          March 21, 2018  <a href="https://www.jacobs-university.de/news/jacobs-university-supports-new-mapping-mars-mercury-and-moon"><u>https://www.jacobs-university.de/news/jacobs-university-supports-new-mapping-mars-mercury-and-moon</u></a></p>
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Press coverage

<p><a href="#"><u>Luna, Marte, Mercurio: progettate a Padova le mappe 3D</u></a></p>	<p>Il Mattino di Padova          March 26, 2018  <a href="http://mattinopadova.gelocal.it/padova/cronaca/2018/03/26/news/luna-marte-mercurio-progettate-a-padova-le-mappe-3d-1.16638496?ref=search"><u>http://mattinopadova.gelocal.it/padova/cronaca/2018/03/26/news/luna-marte-mercurio-progettate-a-padova-le-mappe-3d-1.16638496?ref=search</u></a></p>
<p><a href="#"><u>PROGETTO HORIZON 2020: CON MAPPE IN 3D PER FUTURO ESPLORAZIONE SPAZIALE</u></a></p>	<p><a href="http://www.veniceonair.com"><u>www.veniceonair.com</u></a>          2018  <a href="http://www.veniceonair.com/progetto-horizon-2020-con-mappe-in-3d-per-futuro-esplorazione-spaziale/#"><u>http://www.veniceonair.com/progetto-horizon-2020-con-mappe-in-3d-per-futuro-esplorazione-spaziale/#</u></a></p>
<p><a href="#"><u>Si progettano a Padova le carte in 3 D per i viaggi spaziali</u></a></p>	<p>Rai - Radiotelevisione Italiana Spa          April 02, 2018  <a href="http://www.rainews.it/dl/rainews/TGR/articoli/ven-Padova-Matteo-Massironi-Universita-mappe-carte-3D-esplorazioni-viaggi-spaziali-bca6df84-d9b9-4648-83d8-3c68757af652.html"><u>http://www.rainews.it/dl/rainews/TGR/articoli/ven-Padova-Matteo-Massironi-Universita-mappe-carte-3D-esplorazioni-viaggi-spaziali-bca6df84-d9b9-4648-83d8-3c68757af652.html</u></a></p>



<a href="#">Die Vermessung des Weltalls</a>	WFB Wirtschaftsförderung Bremen GmbH 16.7.2018 - Astrid Labbert <a href="https://www.wfb-bremen.de/de/page/stories/LuRa/die-vermessung-des-weltalls">https://www.wfb-bremen.de/de/page/stories/LuRa/die-vermessung-des-weltalls</a>
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