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## 1 INTRODUCTION

The promotional plan has been focused on creating a large primary network of intermediate users who would also provide data integration and interpretation, second level products and national promotion. This strategy has been effected by engaging and enthusing national Geological Surveys and Geoscience Institutions (APs), with the aim of them becoming the primary service providers and promoters, as well as users. In Stage 1, 15 Member States of EU25 became formally involved in Terrafirma in this way in addition to others in neighbouring regions of the European-Mediterranean area.

In Stage 2, the Service Level Agreement (SLA) between the Associate Partners (APs), the Supplier and the Project Coordinator, is the key instrument in ensuring that relevant exploitation activity takes place, that feedback is assured, and that additional funds are sought for further PSI investment in each country. The User Executive Body (the UEB comprising EGS, EFG and EMSC), from whose memberships the Associate Partners are largely drawn, facilitates their promotions and exploitation by acting as a high level interface between the Terrafirma Core Team and the APs, and by providing outward facing interaction with European level Agencies.

As new, open, processed images have been produced and as dramatic photographs have become available from partners, with copyright clearance, they have been incorporated into presentational material and added to the Terrafirma web-site ([www.terrafirma.eu.com](http://www.terrafirma.eu.com)); thereby becoming widely available for promotions by Associate Partners and all other visitors. Developing links with Partners' web-sites is starting to expand the outreach of this electronic means of raising awareness and extending GMES Terrafirma's exposure.

As the service has developed within the APs and others, their promotional campaigns have begun using the core material presented here, in their own outreach, in meeting and conference presentations, and in articles for national magazines and journals. In Stage 2, an expansion of the exemplars available to them is taking place and several are included in the powerpoint slides. The advent of the first Terrafirma Newsletter is expanding this material for common use. The first article in it has already appeared in the European Geologist (which represents 45,000 practising geoscientists), and in the newsletter of an insurance company. Amplification of the exposure and benefits of such material in this way, is being encouraged; the European Geologist has already agreed to take a second article from the TF Newsletter later this year.

A summary of the sectors in which such national promotional activity has commenced, is given in the attached chart. Of critical importance has been the building of a large network (or club) of these promoter-users, and encouraging their interactions, including through specialist Terrafirma Workshops. The Workshops include a strong, formal training element led by TRE with a powerpoint presentation made available to APs for their local use in onward promotion (also attached). The distributed coordinates of the workshop delegates (attached) form an essential element of the promotional package.