



REPORT ON COMMUNICATION AND DISSEMINATION ACTIVITIES v1

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Executive Summary

This document provides an overview of the **Communication and Dissemination (C&D) activities** carried out as part of the Geological Service for Europe (GSEU) project from **September 2022 to January 2024**. The report is aligned with the **Communication, Dissemination and Exploitation (CDE) Strategy and Action Plan v1**.

Key highlights include the establishment of **essential communication infrastructure** such as the **GSEU's visual identity, website and social media channels**. The project's slogan "**Bringing the Subsurface into the Light**" encapsulates the project's mission to use geological data for sustainable resource management. The **website** serves as a central hub for project information, which is structured according to the project components and regularly updated for optimal dissemination. **Social media platforms** such as LinkedIn, Facebook, Twitter and YouTube extend the reach of the project and increase its visibility. **Media relations**, including press kits and releases, support external communications, while an **e-Newsletter** keeps subscribers regularly updated. **Multimedia content**, including webinars and event recordings, further enrich the communication channels.

Extensive **dissemination activities** were carried out during the reporting period to ensure that the ambition of the GSEU project reaches the stakeholders. Several **informative events** were organised, including the Project Kick-Off Meeting, the High-Level Launch Event, and the GSEU Day Event. These events provided platforms to engage with stakeholders and promote discussions on the objectives and results of the project. Thematic **workshops and webinars** were held to increase stakeholder awareness and participation. These events facilitated collaboration between project members and external experts. Participation in important **international events** has allowed the GSEU to showcase its work on a global stage, fostering collaboration and knowledge sharing. Events such as PDAC (Prospectors and Developers Association of Canada) 2023 and the United Nations 2023 Water Conference provided valuable opportunities for engagement. GSEU has actively sought **synergies with other EU projects and initiatives** to increase its impact and reach. By participating in events organised by the European Network for Research in Geo-Energy (ENeRG), the European network of excellence on the geological storage of CO₂ (CO₂GeoNet) and MINEX - Mining and Exploration Forum, among others, GSEU was able to leverage synergies to improve dissemination efforts. Various **publications**, including articles in specialised journals/magazines and peer-reviewed papers, were published to disseminate the key messages and research findings. These publications helped to raise awareness and understanding of GSEU's objectives and results in the scientific community and beyond.

The report continues by presenting the **monitoring and analysis of Key Performance Indicators (KPIs)** for C&D activities and for dissemination events. The defined KPIs help to assess the impact and reach of various activities. The comprehensive analysis of the KPIs underlines the effectiveness of the GSEU project consortium's communication and dissemination strategies. While certain areas have exceeded expectations, such as website engagement and participation in events, there is still room for improvement in other areas, such as the production of brochures and implementation of training. Going forward, it will be vital to capitalise on successful strategies and address areas for improvement to further increase the reach and impact of the project. By continuously monitoring and analysing KPIs, the GSEU project can adapt and optimise its communication and dissemination efforts to effectively engage stakeholders and achieve its goals.



In the coming period, C&D activities will transition from project-focused content to a joint effort to establish the **Geological Service for Europe (GSE)** by 2027. While C&D content will continue to reflect project results, it will increasingly focus on supporting the strategic objectives of WP9 - Geological Surveys network and sustainable services for Europe and emphasise the importance of the GSE for the green transition and its alignment with the EU Green Deal.

Abbreviations	
CDE	Communication, Dissemination and Exploitation
C&D	Communication and Dissemination
CSA	Coordination and Support Action
EU ICE SRM	European International Centre of Excellence on Sustainable Resource Management
EGDI	European Geological Data Infrastructure
EGU	European Geosciences Union
GDPR	General Data Protection Regulation
GSO	Geological Survey Organisations
GSE	Geological Service for Europe (future organization)
GSEU	Geological Service for Europe (project)
INQUA	International Union for Quaternary Research
PDAC	Prospectors and Developers Association of Canada
PP	Project Partner
UN	United Nations
UNECE	United Nations Economic commission for Europe
UNFC	United Nations Framework Classification
WP	Work Package

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1. Introduction

This document reports on the implementation of Communication and Dissemination (C&D) activities from the start of the Geological Service for Europe (GSEU) project, from September 2022 until January 2024. Implementation of all C&D activities followed the **Communication, Dissemination, Exploitation (CDE) Strategy and Action Plan v1** (December 2022). This strategy aimed to outline activities that were designed to ensure that all relevant and interested stakeholders are involved and/or reached regularly, correctly, and appropriately.

The document describes the development and management of the project's main **communications infrastructure**, including Visual Identity, Project Website and Social Media Channels. All **communication tools** implemented thus far are presented in detail. These include promotional materials and gadgets, event calendar, contact database, e-newsletter, press kit, press releases and multimedia products.

To ensure that the various outputs of the GSEU project are appropriately disseminated amongst the interested stakeholders and target groups, specific dissemination activities have been organised. The most important activity has been the organisation of various **project events**, e.g. information events, workshops and webinars. The GSEU project has actively participated in several important **international events**. The members of the project team are constantly seeking to organise or participate in events in **synergy with other EU projects and initiatives**. Several **publications** were published in the current reporting period, e.g. articles in specialised journals/magazines and peer-reviewed publications.

The achievement of target values of selected **Key Performance Indicators** is presented in the report along with a summary of qualitative and quantitative **analyses of implemented C&D activities**. Based on the results of the analysis, some **recommendations** are presented which should serve as a basis for the preparation of subsequent CDE Action Plans.



2. Communication Infrastructure and Tools

The main focus has been on setting up on key communication infrastructures and tools, including the GSEU visual identity, slogan, brand guidelines, templates and the website, which have been developed for internal and external communication purposes, described below.

2.1. Visual Identity

The GSEU identity was created in the form of a logo, document templates, brand guidelines and rules for the use of the logo and fonts. Selected applications, such as printed materials and promotional gadgets were created as well. The Visual Identity Guidelines with all available templates (Annex I) were distributed to project partners in Q4 2022. Based on feedback received from the users some templates, e.g. PowerPoint template, were updated to improve their usability.

2.1.1. Slogan

The slogan designed for GSEU, “**Bringing the Subsurface into the Light**” aims to captivate the audience by highlighting the type of surface and near subsurface geological baseline data and knowledge required to manage Europe's natural resources to become the world's first climate neutral continent by 2050 (European commission, 2019).

The communications team also developed the following statements/definitions to enable clear and consistent messages within the partnership and more particularly to external target groups supporting our common goal:

- **EuroGeoSurveys (EGS)** is a **collaborative network** of European Geological Surveys, enabling research and knowledge sharing to support the sustainable and responsible use of the Earth's subsurface environment and resources.
- The flagship project of EuroGeoSurveys is **GSEU – the Geological Service for Europe project**. A 5-year EU co-funded cooperation and support action drawing together baseline subsurface data and knowledge to manage Europe's natural resources and reach Net Zero, and with the ultimate aim of delivering geoscience and knowledge based advice.
- a **sustainable Geological Service for Europe (GSE)**. A geoscience data, information, and knowledge-based **advisory service** supporting a sustainable future for Europe.

2.2. Website

The website has been designed to reflect the ethos and branding expressed through the creation and use of the logo. The structure of the website follows the structure of the Coordination and Support Action (CSA) and WPs, through which a body of knowledge will be developed over the course of the project. The website will be regularly updated and optimised to ensure maximum dissemination of information and results. It will form the basis for general awareness and understanding of the GSEU project.

The website address is <https://www.geologicalservice.eu/> and is hosted on the EGS server, with examples show in Figures 1, 2 and 3.

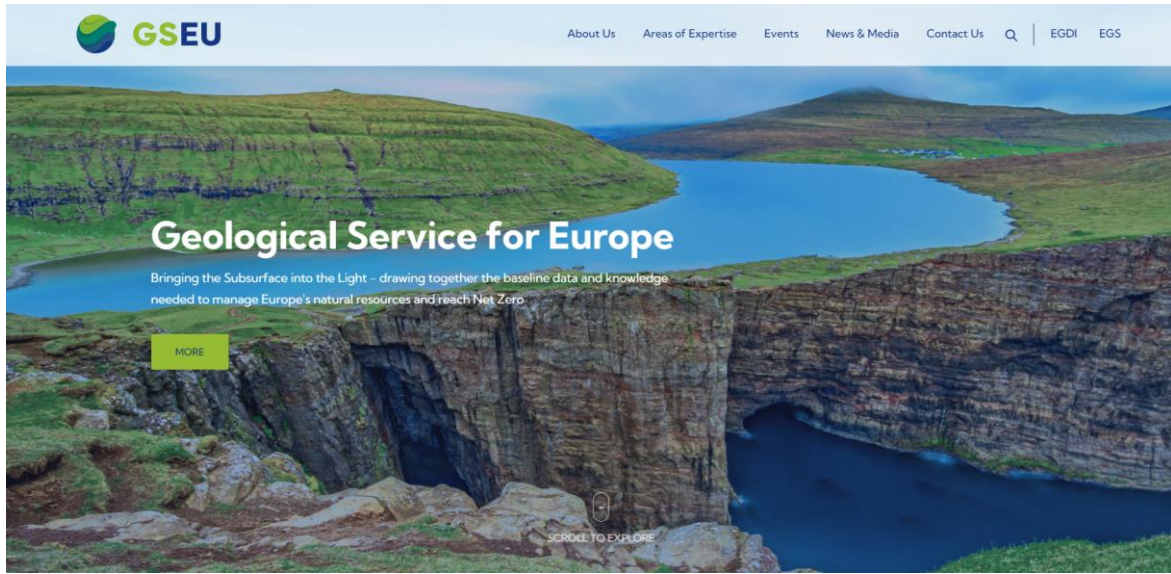


Figure 1. GSEU landing Page

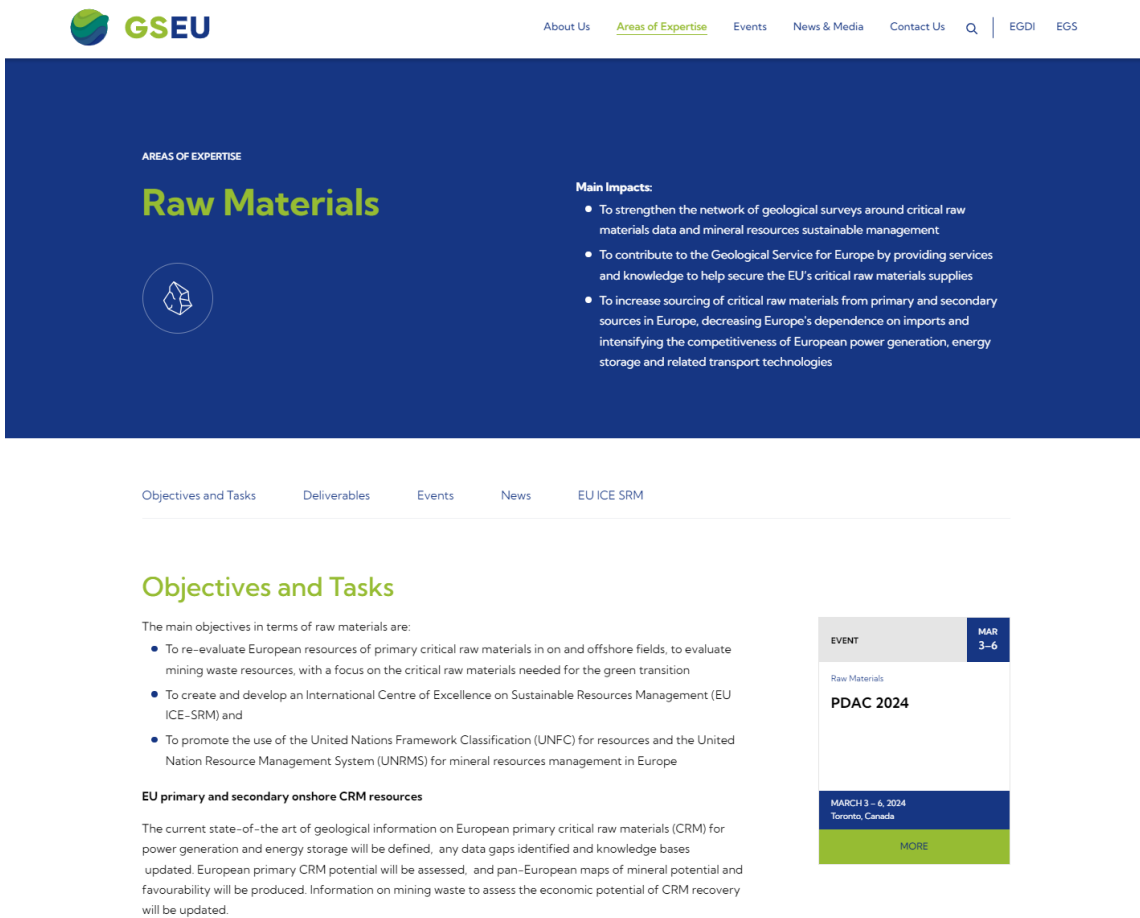


Figure 2. Areas of Expertise – Raw Materials Page

News & Media

Filter by:	All Areas of Expertise	Sort by:	Year
NEWS GeoEnergy Resources	Major victory for Geothermal Energy in the EU JANUARY 24, 2024	Strong support from European Parliament for development of geothermal energy in EU.	
NEWS All areas	Article on GSEU published in the European Geologist Journal 56 JANUARY 16, 2024	Read more about the article "Progress and ambitions of the European Geological Survey Organisations in delivering harmonised subsurface data as the basis for informed energy transition policy"	
NEWS All areas	GSEU Stakeholder Mapping DECEMBER 18, 2023	In this project, building successful and permanent communication channels with stakeholders is as important as the research and development tasks, so our aim is to tailor our scope and activities for the highest possible social impact. Read further what our plan is for engaging with our key stakeholders.	
NEWS All areas	Shaping a Geological Service for Europe DECEMBER 11, 2023	A workshop on the future of a Geological Service for Europe was organised at EGS in Brussels on 5 and 6 December.	
NEWS Raw Materials	GSEU at the Annual RMIS Workshop NOVEMBER 28, 2023	GSEU – Geological Service for Europe project was presented at the annual RMIS workshop in Brussels.	
NEWS GeoEnergy Resources	GSEU at the EAGE GET23 Conference in Paris NOVEMBER 22, 2023	The GSEU – Geological Service for Europe project was presented at the 4th EAGE GET23 Conference in Paris.	
NEWS Raw Materials	GSEU at Raw Materials Week 2023 in Brussels NOVEMBER 20, 2023	GSEU experts were very active during Raw Materials Week 2023.	

Figure 3. News and Media Page

2.3. Social Media

In order to reach wider audiences, maintain a lasting web presence and awareness of the project, as well as improved search engine optimisation, available social media channels include:

- LinkedIn: <https://www.linkedin.com/company/gseu-geological-service-for-europe>
- Facebook: <https://www.facebook.com/GeologicalServiceForEurope>
- X: <https://twitter.com/GeoServiceEU>
- YouTube: <https://www.youtube.com/@GeologicalServiceforEurope>

Different stakeholders use different platforms, so it is important to have a consistent and frequent presence. General hashtags in use include: **#GSEU** **#GeologicalServiceForEurope** **#GeologyForSociety**.

2.4. Calendar of Events

The calendar of relevant events is published on the GSEU website, where two categories of events are defined:

- key events organised by the project (GSEU Event category)
- key international events where the GSEU project is actively represented (External Event category)

During the reporting period, 11 GSEU events were organised (Figure 4). GSEU also actively participated in 7 important external events.

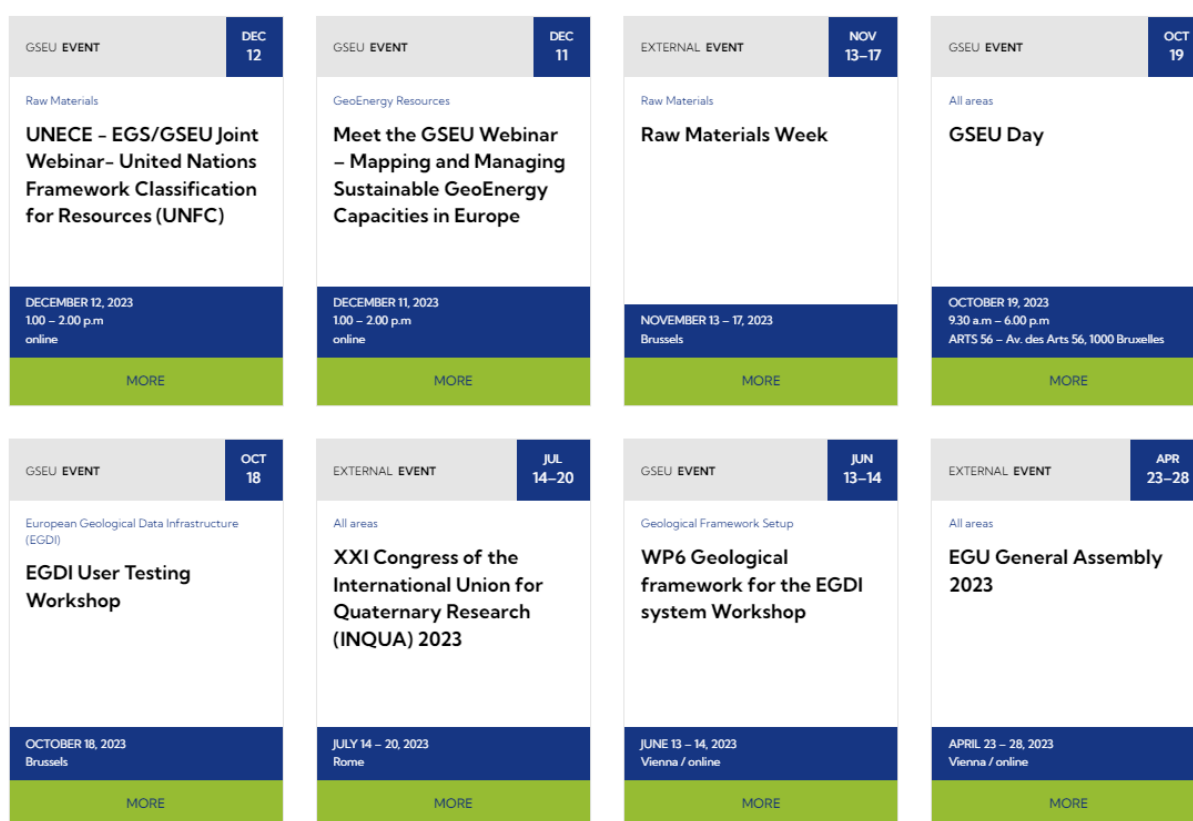


Figure 4. Events Calendar

2.5. Promotional Materials

Physical promotional materials such as roll-ups, banners and posters have been produced in accordance with the branding guidelines when required to support events, or as informative material for stakeholders (Figures 5 and 6). Digital materials such as a general project presentation (Annex II), promotion banners for GSEU events, templates for the development of Factsheets have also been created and used. Some specific materials have been prepared for thematic topics, e.g. an infographic for the presentation of EU ICE SRM. Where possible, materials are prepared in digital format in order to reduce cost and waste. When printed or produced physically, recyclable paper or materials are used wherever possible.



Figure 5. Physical promotional materials (left: roll-up, top right: posters, bottom right: conference booth background)



Figure 6. Digital Promotional Materials (left: Factsheet, right: event banners)

2.6. Gadgets

During the duration of the GSEU project, a number of gadgets have been produced and distributed at events to increase brand recognition and awareness, such as folded business cards, recycled plastic keyrings, jellybeans and borehole cores (Figure 7).



Figure 7. Some of the GSEU Gadgets

2.7. Media Relations

2.7.1. Press Kit

A press kit has been prepared (Annex III), which will be sent to the media as required. It contains the project logo, branding guidelines and important information to support and facilitate press releases, including the key objectives and planned results, which are presented in a general project presentation.

2.7.2. Press Releases

Press releases were published in the first quarter of 2023 together with the launch of the website and after the GSEU Day in the fourth quarter of 2023. The press releases were distributed via the website, the EU-level media contact list and the C&D managers of all national GSOs involved in the project for distribution to their media networks.

2.8. e-Newsletter

An e-newsletter subscription form is contained on the project website to enable users to subscribe to the e-Newsletter, creating a GDPR compliant subscriber list, adding to the Contact Database (as listed below), which is used to distribute the newsletter. The e-Newsletters are intended to be sent out quarterly (in April, June, September, December), or to respond to a specific event, for example one was sent to visitors to the INQUA event in Rome in July 2023. Additionally, 2 further issues of the e-newsletter have been distributed to approximately 600 email addresses:

- GSEU Newsletter 2023, No.1 – GSEU Day, October 2023



- GSEU Newsletter 2023, No.2 – December 2023

2.9. Multimedia

As previously mentioned, a YouTube channel was set up to disseminate video material produced as part of the GSEU project. Recordings of the GSEU Day event were published during the reporting period. In addition, the recordings of two webinars in the Meet the GSEU series have been published and promoted via social media and the e-Newsletter.

2.10. Contact Database

As part of WP1 (Coordination and Management), GSEU has created a database of relevant contact information grouped by target group. The management of the contact database is strictly subject to GDPR regulations. This database is also used for the distribution of e-newsletters.

3. Implementation of Dissemination Activities

In order to ensure that the various outputs of the GSEU project are disseminated appropriately among the interested stakeholders and target groups, numerous dissemination activities were carried out during the reporting period, which are described below.

3.1. GSEU Events

3.1.1. Information Events

GSEU Project Kick-Off Meeting (29 – 30 September 2022, Brussels/online)

EuroGeoSurveys (EGS) hosted the kick-off event of the "Geological Service for Europe Coordination and Support Action" (GSEU) project, involving more than 48 partners from all over Europe. With 70 in-person participants and more than 100 connected online, the kick-off meeting marked the beginning of the five-year project that will provide valuable new datasets, knowledge and user-oriented tools on Critical Raw Materials, GeoEnergy, Groundwater Resources, Coastal Erosion and Offshore Windfarm Siting, basic geological information and supporting information infrastructure - the European Geological Data Infrastructure (EGDI).

GSEU High-Level Launch Event (26 October 2022, Brussels)

EuroGeoSurveys (EGS) also hosted the high-level launch event of the "Geological Service for Europe" (GSEU) project. Opening speeches by Joaquim Nunes de Almeida, Director of Ecosystems IV: Mobility & Energy Intensive Industries, DG GROW, and Professor Eric Pirard of the University of Liège highlighted the pan-European strategic and scientific importance of the work to be carried out under the GSEU project. Speakers from the European Commission, the European Parliament, European institutions and associations, academics and industry shared their views on the relevance of the data and knowledge generated and shared through GSEU to address important and pressing social and environmental issues and challenges in Europe.

GSEU Day (19 October 2023, Brussels)

The purpose of GSEU Day was to engage with our valued external stakeholders following a year of project implementation, and to drive forward our mission: a sustainable Geological Service for Europe. More than 100 people from all over Europe gathered to hear great presentations and discussions on all GSEU's areas of expertise all connected and accessible through the European Geological Data Infrastructure.

3.1.2. Workshops

Thematic workshops have been organised to maximise the efforts of team members as well to raise awareness and engagement among the stakeholder community. Some external experts and potential end users were invited to participate in the specific workshops.

The following workshops have been organised:

- 1st EGDI Workshop (21 November 2022, online)
- Geothermal energy & underground storage Inventory Workshop (28 February – 2 March 2023, Madrid/online)
- 2nd EGDI Workshop (April 2023, online)
- Deploying UNFC in EU and beyond to assure information for sustainable resource management (25 – 26 April 2023, Geneva/online)
- Geological framework for the EGDI system Workshop (13 – 14 June 2023, Vienna/online)
- EGDI User Testing Workshop (18 October 2023, Brussels)

3.1.3. Webinars

- Meet the GSEU Webinar – Mapping and Managing Sustainable GeoEnergy Capacities in Europe (11 December 2023, online)
- UNECE - EGS/GSEU Joint Webinar- United Nations Framework Classification for Resources (UNFC) (12 December 2023, online)

The recordings of these two webinars have been published on the YouTube channel and promoted via social media and the e-Newsletter.

3.2. External Events

The GSEU has actively participated in 7 important international events in 2023:

- PDAC 2023 (5 – 8 March 2023, Toronto, Canada, participation of WP2 – Raw Materials team members)
- UN 2023 Water Conference (22 - 24 March 2023, New York, USA, participation of WP4 – Groundwater Resources team members)
- EGU General Assembly 2023 (23 – 28 April 2023, Vienna/online, participation of WP3 – GeoEnergy Resources team members)
- 14th Geospatial World Forum 2023 (2 – 5 May 2023, Rotterdam, participation of WP1 - Coordination and Management team members)
- XXI Congress of the International Union for Quaternary Research (INQUA) 2023 (14 – 20 July 2023, Rome, participation of WP1 - Coordination and Management and WP8 – CDE team members)
- Raw Materials Week (13 – 17 November 2023, Brussels, participation of WP2 – Raw Materials team members)
- 4th EAGE GET23 (Global energy transition) conference, organised by European Association of Geoscientists and Engineers (14 – 17 November 2023, Paris, participation of WP1 - Coordination and Management and WP2 – Raw Materials team members)

3.3. Synergies with other EU Projects and Initiatives

To maximise impact and outreach of the project, members of the project team are constantly seeking to organise or take part in events in synergy with other initiatives. These initiatives are also seen as multipliers in terms of dissemination, particularly for social media platforms.

GSEU was presented at the following events of other EU projects and European or global initiatives in 2023:

- 2nd European Underground Energy Storage workshop, organised by ENeRG, the European Network for Research in Geo-Energy (May 23-24, 2023, Paris, participation of WP1 - Coordination and Management team members)
- 16th CO₂GeoNet Open Forum, organised by the European network of excellence on the geological storage of CO₂ (3 October 2023, Venice, participation of WP1 - Coordination and Management team members)
- 7th MINEX Europe Mining and Exploration Forum, organised by MINEX - Mining and Exploration Forum (17 - 19 October 2023, Wrocław, participation of WP2 – Raw Materials team members)
- Workshop on the Status and Future of Global Geoscience Information Standards, organised by Commission on the Management and Application of Geoscience Information (CGI) at the International Union of Geological Sciences (IUGS), in collaboration with the IUGS Deep-time Digital Earth project (7 – 10 November 2023, Suzhou, China, participation of WP7 – EGDI team members).
- Annual Raw Materials Information System (RMIS) workshop, a joint initiative of JRC and HaDE (23 – 24 November 2023, Brussels/online, participation of WP1 - Coordination and Management team members)

3.4. Publications

We actively endeavour to disseminate the GSEU key messages to target audiences through various types of publications, such as:

- brochures
- articles in specialised journals/magazines
- white papers
- peer-reviewed publications

In the current reporting period, the following publications were published:

- Articles in specialised journals/magazines:
 - A Geological Service for Europe, PESGB Magazine, Issue 2022/04, January 2023
 - [Progress and ambitions of the European Geological Survey Organisations in delivering harmonised subsurface data as the basis for informed energy transition policy](#), European Geologist Journal 56, European Federation of Geologists
- Peer-reviewed publications:
 - A.J. Collados-Lara et al., A parsimonious methodological framework for short-term forecasting of groundwater levels. Science of The Total Environment. 881 (2023), doi: [10.1016/j.scitotenv.2023.163328](https://doi.org/10.1016/j.scitotenv.2023.163328).
 - Ignasi Herms et al., The future Pan-European Atlas for Sustainable Geo-Energy Capacities. The #GSEU project. (2023), doi: [10.5194/egusphere-egu23-15481](https://doi.org/10.5194/egusphere-egu23-15481).
 - M. Dobnikar, S. Miletić, Z. Horváth, Developing an EU International Centre of Excellence on Sustainable Resource Management to support UNRMS (2023), doi: [10.48380/4scz-6k97](https://doi.org/10.48380/4scz-6k97).

- X. Monteys et al., Europe's marine minerals: EMODnet geology and Geological Service for Europe (GSEU) (2023), doi: [10.48380/07d8-pf34](https://doi.org/10.48380/07d8-pf34).
- Rossella Maria Gafà, Francesco La Vigna, Lucio Martarelli, Gennaro Maria Monti, Angelantonio Silvi, [The Geological Survey of Italy contribution to the groundwater activities planned within the Horizon Europe CSA-GSEU "Geological Service for Europe" project]. *Acque Sotterranee - Italian Journal of Groundwater*. 11, 71–78 (2022), doi: [10.7343/as-2022-606](https://doi.org/10.7343/as-2022-606).

4. Monitoring and Analysis of Key Performance Indicators (KPIs)

The communication and dissemination tools described above have the advantage of being measurable, which enables the consortium to determine the success of the dissemination activities carried out. During the first six months, a series of key performance indicators (KPIs) were defined to measure the impact of the dissemination and communication activities carried out by the project consortium since the start of the project.

The KPI monitoring table continues with a brief summary of the qualitative and quantitative analysis of implemented C&D activities.

4.1. GSEU KPIs for C&D Activities

Table 1. GSEU KPIs for C&D Activities

Communication/ Dissemination Activity (tool/channel)	KPI	Expectation M12	Achievement (January 2024 = M 17)
Website	Number of Unique Visitors	500	2,145
Social Media	Number of Followers	1000	4,123 (LinkedIn)
Video	Number of Views	50	593 (YouTube)
Brochures	Number Distributed	300	0
e-Newsletters	Number of online readers	300	619 (e-mail subscribers list) opened No. 1 197 (32.94%) No. 2 186 (30.05%)
Press releases	Number sent to media	2	2
Articles	Number published	2	2
White Papers	Number written	2	0
Peer-reviewed publications	Number published	2	5

Legend: **green text** – achieved/overachieved KPIs, **red text** – underperformed KPIs

4.2. Analysis of implemented C&D Activities

4.2.1. Website

The GSEU website clearly exceeded the expected number of unique visitors. This result indicates a strong online presence and a high level of interest in the content offered on the website. The increased number of visitors indicates that the website is indeed attracting and appealing to its target audience.

During the period from March 2023 to January 2024, the website experienced a total of 2,145 users generating 5,663 sessions and 15,161 page views. The overall engagement rate reached 59.3%. Most users came from various European countries, most notably Spain, the UK, Belgium, Italy, France, Slovenia and Germany. The website has a global reach, with some users viewing the site from all over the world, including countries such as United States of America, Canada, Indonesia, Australia, Turkey, Egypt, Brasilia, Argentina, China, India, Russia (Figure 8).

The main drivers of engagement were direct traffic and organic search, which accounted for an 85.9% of the total. This emphasises the importance of the website's visibility in search engines and the effectiveness of direct communication efforts. The engagement rate of 59.3% suggests that users found the content meaningful and engaging, which leads to longer browsing sessions and more intensive exploration of the website. The specific subpages that attracted the most attention during this period are shown in Figure 9.

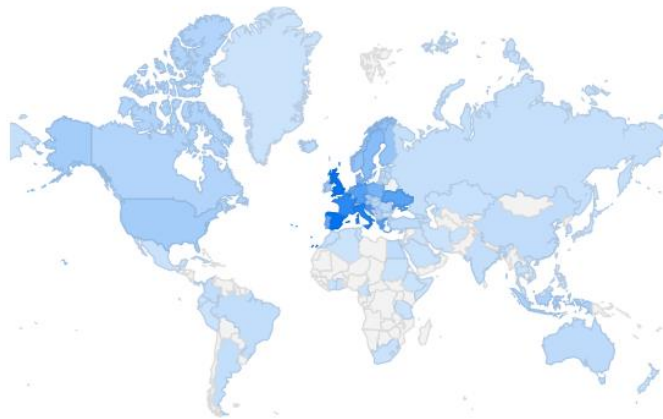


Figure 8. Geographical Distribution of Users

Top pages

	Page title and screen name	Total users	% Δ
1.	GSEU	1,507	21,428.6% †
2.	About Us GSEU	413	41,200.0% †
3.	Project Organisation About Us GSEU	402	40,100.0% †
4.	Events GSEU	391	9,675.0% †
5.	GSEU Day Events GSEU	362	36,100.0% †
6.	Project Partners About Us GSEU	343	34,200.0% †
7.	Raw Materials Areas of Expertise GSEU	307	30,600.0% †
8.	European Geological Data Infrastructure (EGDI) Areas of Expertise GSEU	279	5,480.0% †
9.	News & Media GSEU	259	25,800.0% †
10.	Contact Us GSEU	212	21,100.0% †
11.	GeoEnergy Resources Areas of Expertise GSEU	205	6,733.3% †
12.	Groundwater Resources Areas of Expertise GSEU	195	4,775.0% †

Figure 9. Most Visited Pages

The website has retained success in terms of user engagement and international reach. With regular updates and content optimisation, the website can continue to grow its online presence and effectively engage a diverse audience.

4.2.2. Social Media

LinkedIn

LinkedIn has seen steady growth over the project during 2023, and, as with the other platforms, there is always more impact around events than general posts. With all platforms we schedule two social media posts per week on a range of subjects relating to the project, and these are tailored or added to around specific events, activities or results. LinkedIn is key to disseminating information, so most “posts” are written with LinkedIn in mind, then tailored for the other platforms. Key messaging, for example the need for CRMs for a sustainable Europe; harmonisation and standardisation of data; meeting EU Green Deal and Net Zero targets; is consistent across the board.

In terms of follower growth during this period, the GSEU page came second, with the Geological Society of London in first place. LinkedIn posts are integrated into the GSEU website via a widget (Figure 10).

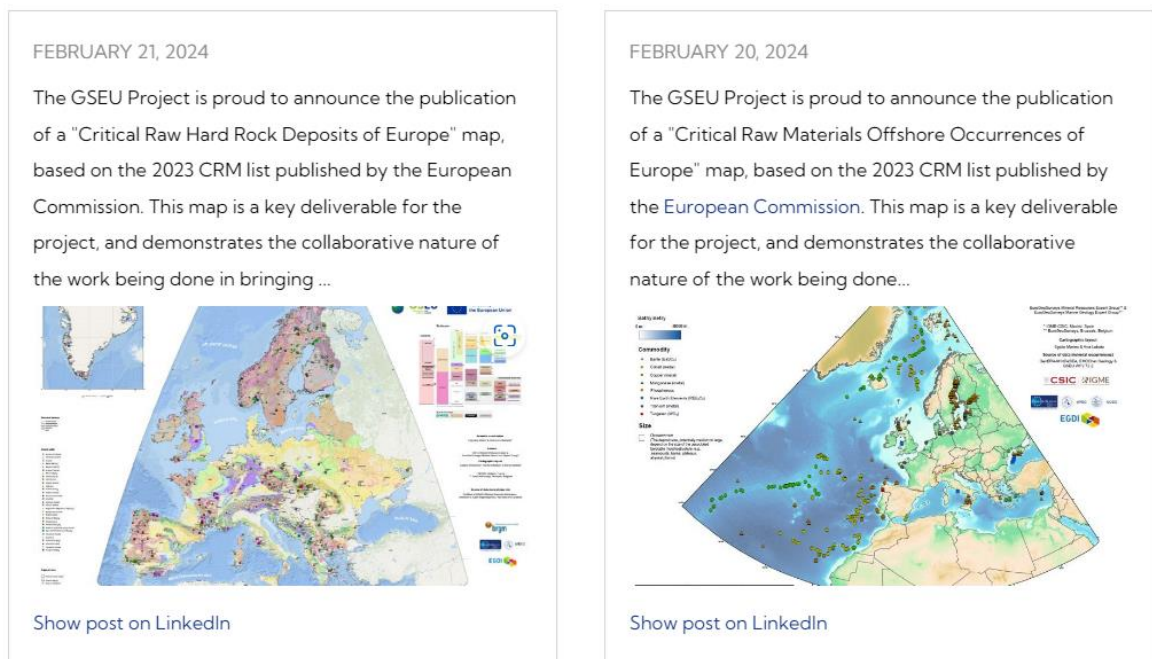


Figure 10. LinkedIn Posts as seen at the GSEU Website

Key LinkedIn analytics are shown in Figures 11 and 12.

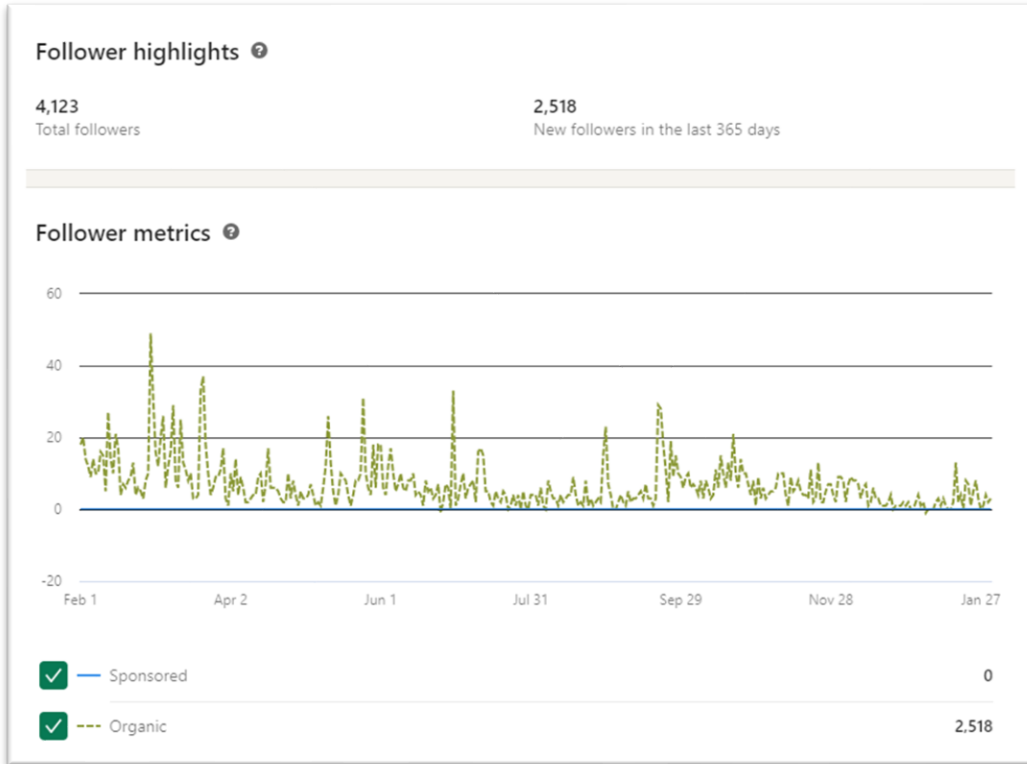


Figure 11. LinkedIn Follower Metrics Year to 31 Jan 24

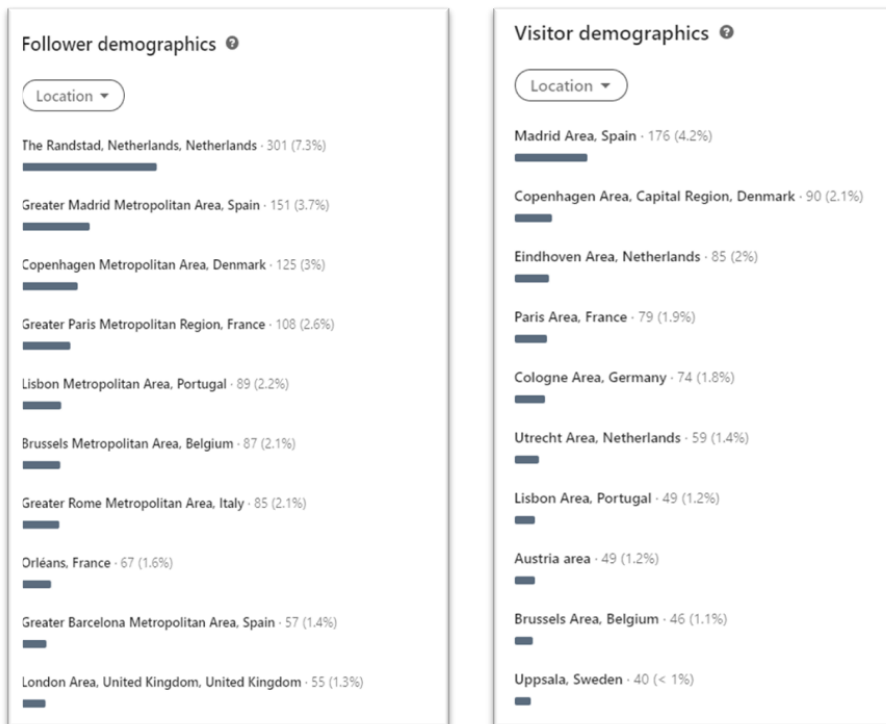


Figure 12. LinkedIn Follower and Visitor Demographics by Location Year to 31 Jan 24

Follower and visitor growth is notably higher in countries directly involved in the project, most likely a result of close liaison with the partners and WPs sharing and reposting content.

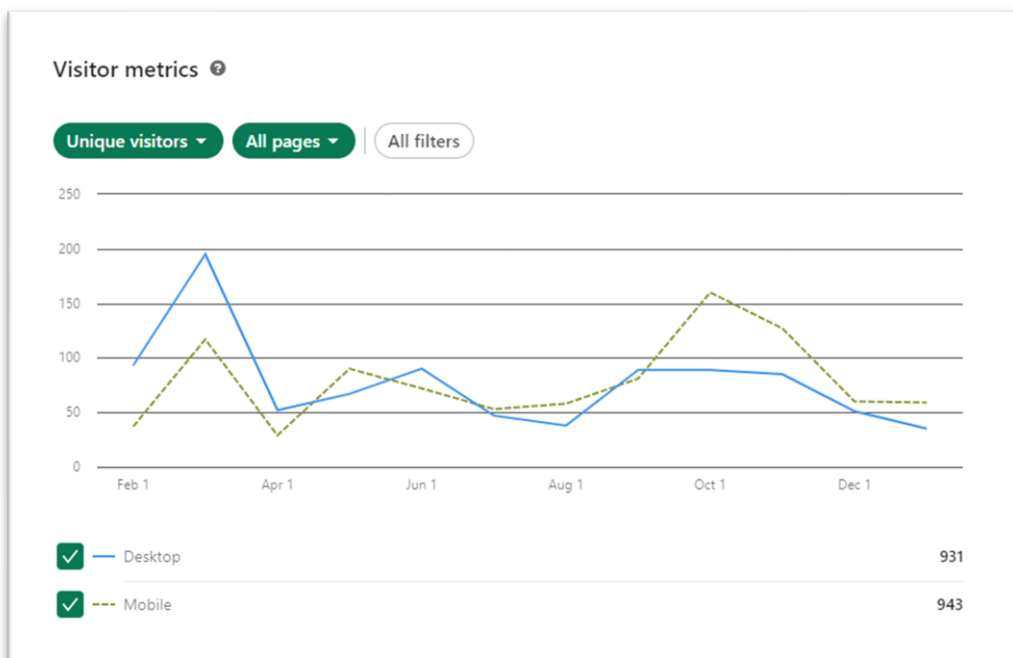
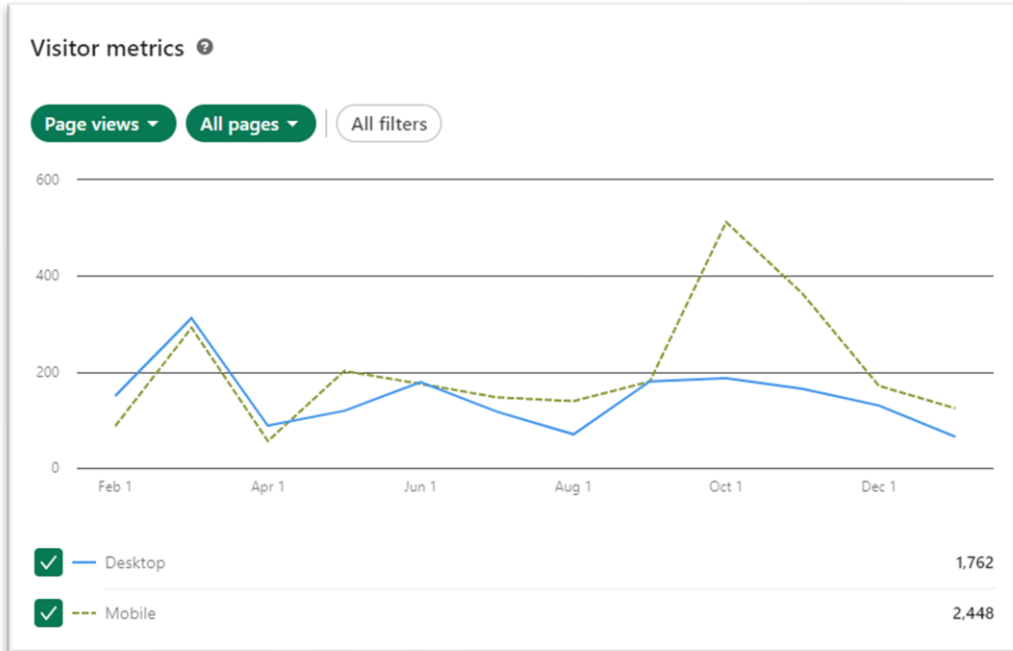


Figure 13. LinkedIn Page Views and Unique Visitors Year to 31 Jan 24

It is clearly discernible from Figure 13 that the GSEU Day organised in Brussels (Belgium) in October 2023 increased the number of visitors to the GSEU LinkedIn page.

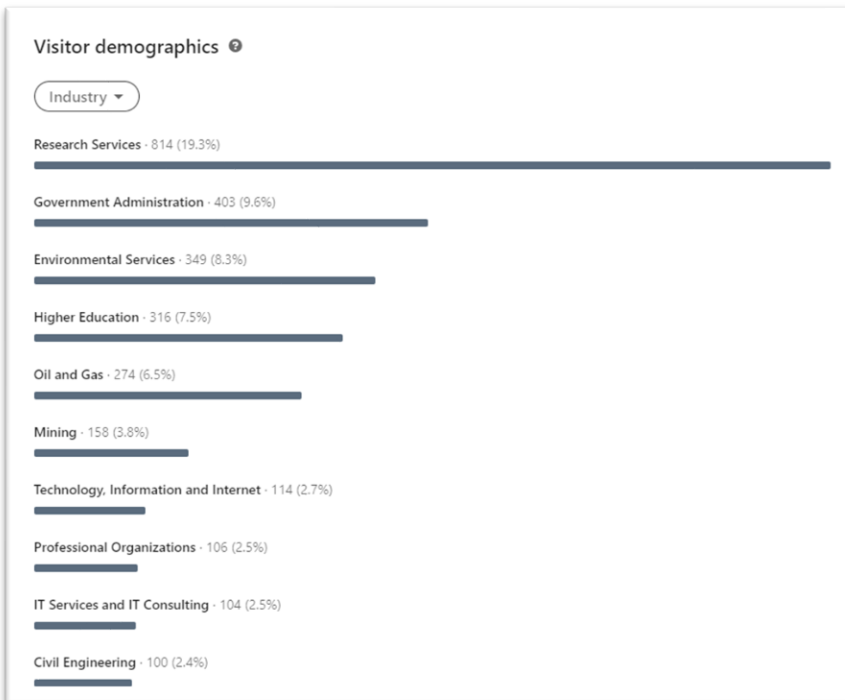
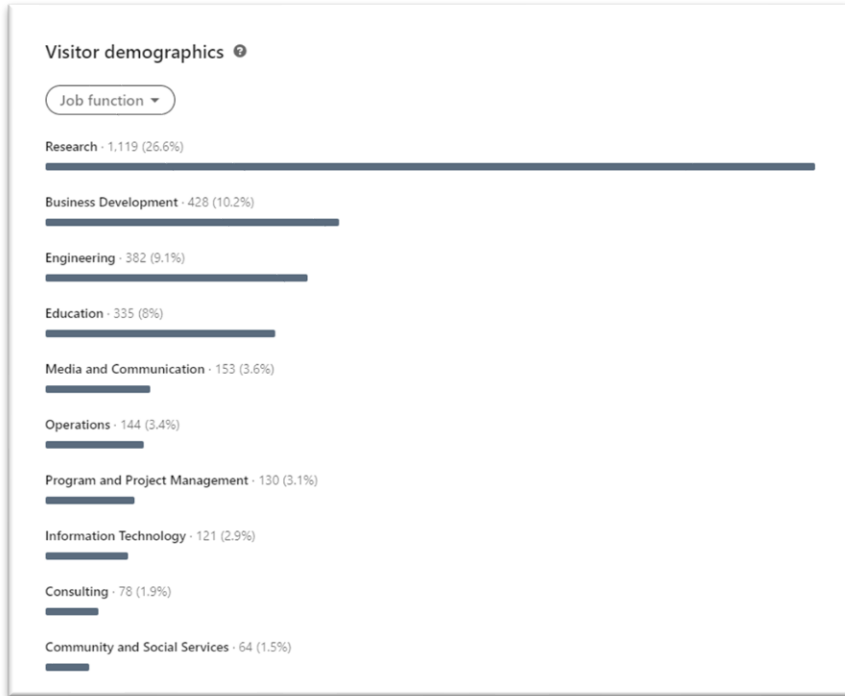


Figure 14. LinkedIn Visitors by Job Function and by Industry, Year to 31 Jan 24

Figure 14 shows visitors organised by Job Function and Industry, and demonstrates that, while GSEU is well-known in the Research community, there is still work to do to attract Industry community. However, this number is steadily increasing, again following special events at which more representatives of certain communities are present.

Facebook

While Facebook has not had the same impact that LinkedIn has, it does have a different audience, and Figure 15 shows there has been steady growth, despite followers' number was only 53 at the end of January 2024. This indicates that the followers of GSEU are diligent in sharing posts within their own community, highlighting the importance of sharing and engaging with posts.

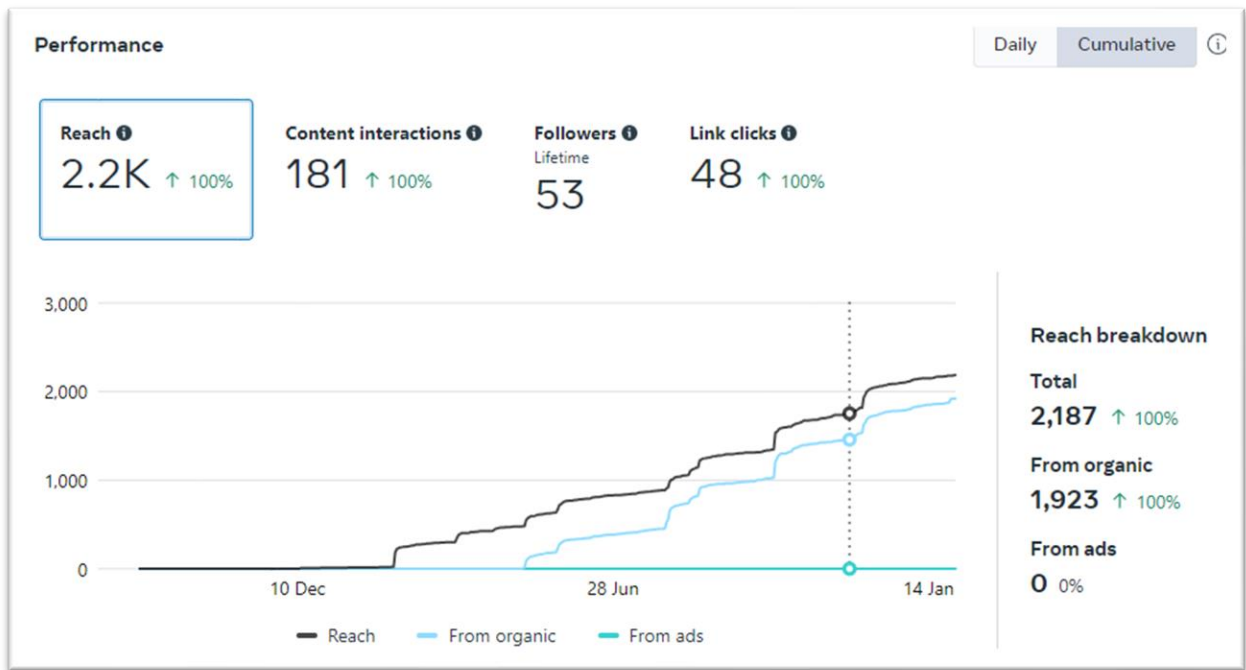


Figure 15. Facebook Performance 01 Sep 22 to 31 Jan 24

Figure 16 shows Reach and Visits for Facebook and Instagram, both of which are growing steadily. As mentioned before, an Instagram page has been created (<https://www.instagram.com/geoserviceeu/>) at the start of the project, but WP8 are only starting to work with Instagram since the beginning of 2024 as more visual materials are being produced by the WPs.

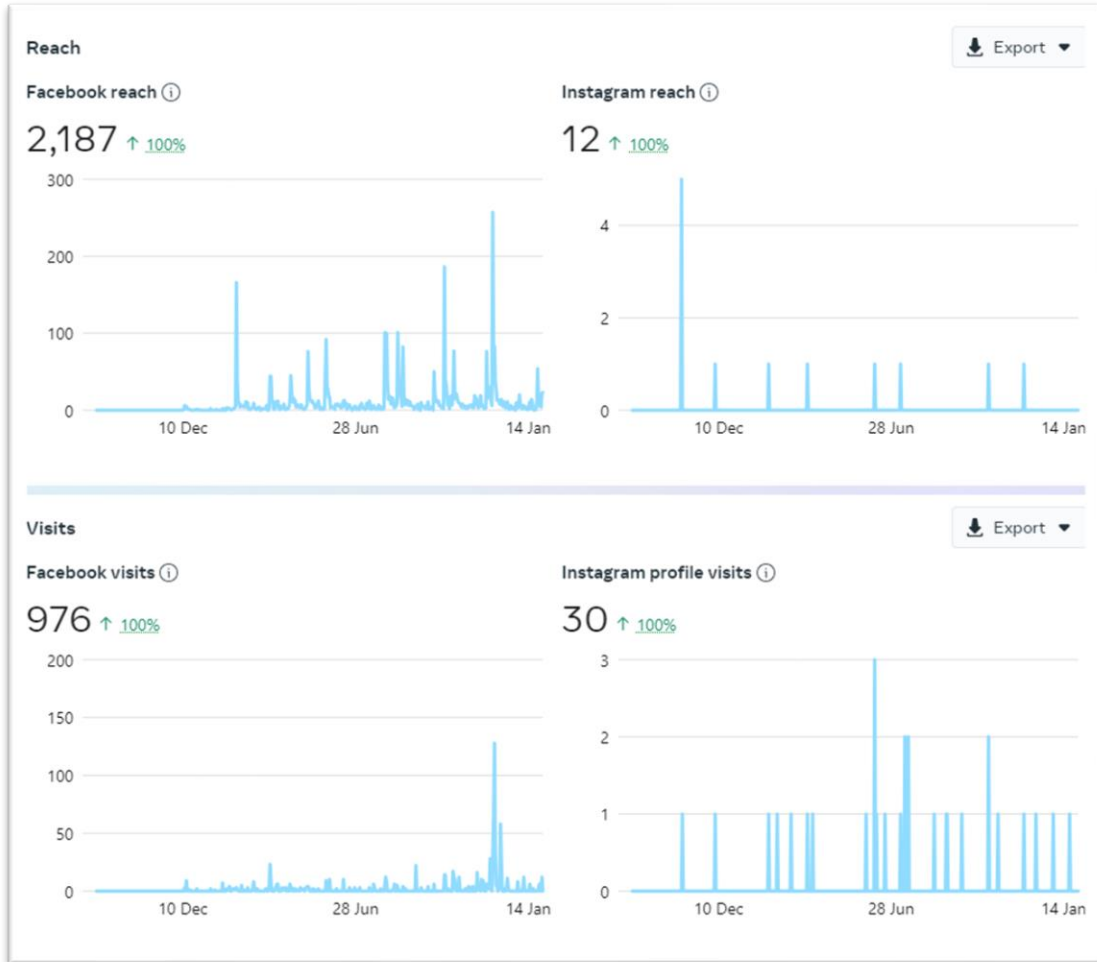


Figure 16. Facebook and Instagram Reach and Visits 01 Sep 22 to 31 Jan 24

X (formerly known as Twitter)

Analytics for X are not currently available for the full period of the project. Figures 17 and 18 show the following results: January 2024 was a reasonably “normal” month in terms of posts and reactions (432 impressions), however October 2023 had much more reactions (3,000 impressions), showing the impact of GSEU Day on the analytics. Growth since January 2024 has been slower but steady, with fewer followers overall, but this is the general trend across platforms at the current time, as Meta’s Threads gains momentum. We have been monitoring the use of Threads by the Commission, and will be setting this up in the coming weeks.

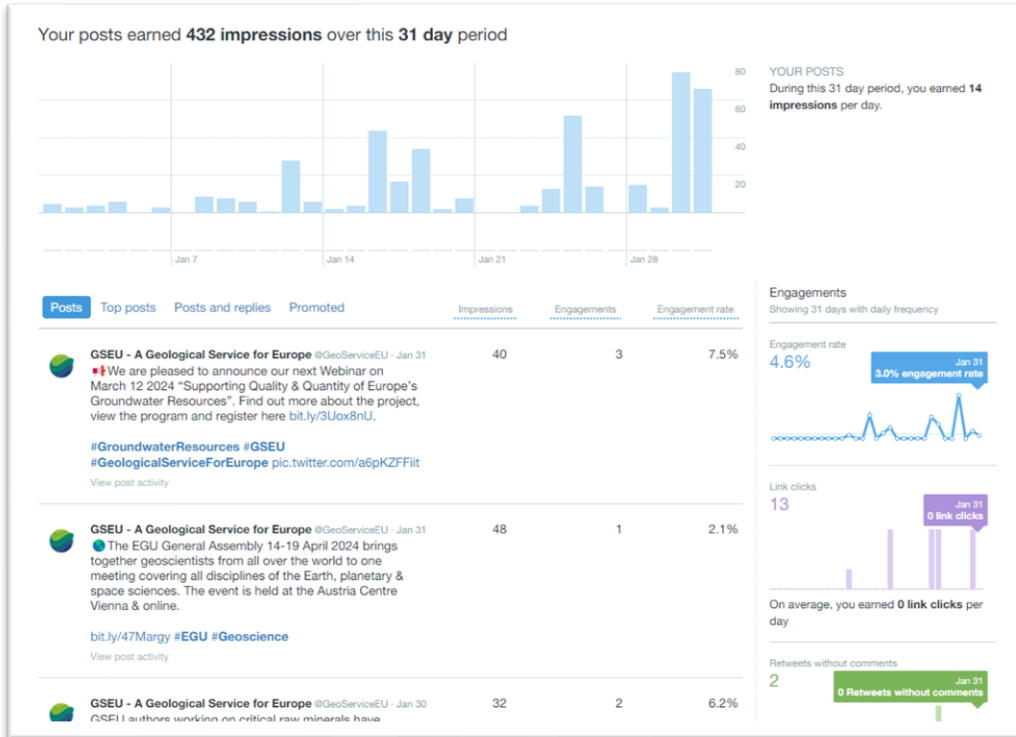


Figure 17. X Analytics January 2024

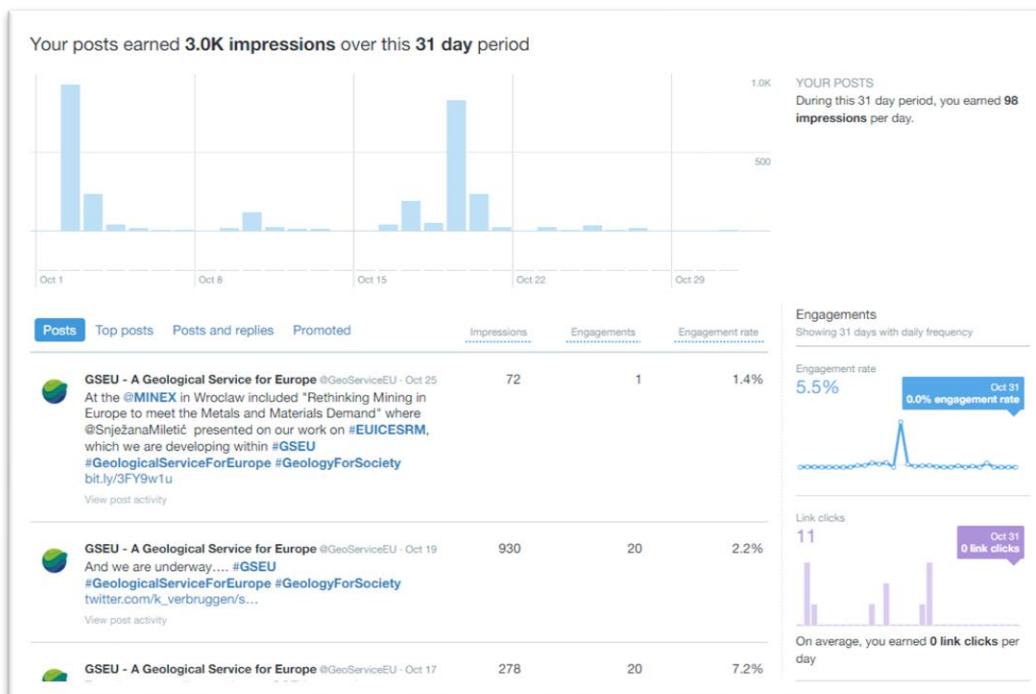


Figure 18. X Analytics October 2023

4.2.3. Video (YouTube)

Since its creation on 16 November 2023, the YouTube channel has made progress in a short period of time. The channel has gained 20 subscribers and published a total of 16 videos, which together have had almost 600 views. Two videos are among the channel's most popular. The "GSEU end-of-year double interview" and the "GSEU Day Movie" have attracted attention of over 170 views, suggesting that the topics and content provided by the speakers of these events is well received by viewers.

With 20 subscribers, the channel has started to build a community of viewers who find the content interesting or valuable. Subscriber growth is a positive indicator of the channel's potential for long-term engagement. The nearly 600 views of the 16 videos are a sign of a growing audience. Understanding the factors that contribute to the success of the most popular videos can serve as a foundation for future content creation strategies.

4.2.4. Brochures

The lack of brochure production and distribution indicates a deviation from the expected outcome, which must be achieved in the next reporting period.

4.2.5. e-Newsletters

The e-newsletter campaign was successful, exceeded the expected number of online readers and had a high open rate. Two e-Newsletters were distributed:

- GSEU Newsletter 2023, No.1 – GSEU Day, October 2023: delivered 598, opened 197 (32.94%)
- GSEU Newsletter 2023, No.2 – December 2023: delivered 619, opened 186 (30.05%)

The open rates of the newsletters indicate a positive response from recipients. This indicates that the content is relevant and engaging for the target audience.

4.2.6. Press Releases

Sending the expected number of press releases to the media shows that the dissemination strategy has been successfully implemented. This ensures that relevant information about GSEU activities reaches the media, which can lead to greater visibility and coverage.

4.2.7. Articles

Achieving the expected number of published articles is evidence of effective communication efforts to secure media coverage. Published articles help to build credibility, raise awareness and disseminate key messages about GSEU.

4.2.8. White Papers

The fact that no white papers were produced indicates a deviation from the planned dissemination strategy. White papers are a valuable tool for sharing in-depth research results, findings and recommendations. The lack of white papers could represent a missed opportunity for knowledge sharing

that will be capitalised on in the future when thematic work packages create content that is suitable to be brought to the policy makers in this form.

4.2.9. Peer-Reviewed Publications

Exceeding the expected number of published papers indicates a strong output in terms of dissemination of research results. The published scientific papers contribute to academic discourse, generate expertise and enhance the reputation of the GSEU in the scientific community.

4.3. GSEU KPIs for Dissemination Events

Table 2. GSEU KPIs for Dissemination Events

Dissemination event	KPI	Expectation M12	Achievement (January 2024 = M 17)
Information Events	Number Held	2	3
	Number of attendees	100 in person/ 100 online	270 in person/100 online
Workshops	Number Held	2	6
	Number of attendees	50	150
Webinars	Number Held	2	2
	Number of attendees	50	150
Training	Number Held	2	0
	Number of attendees	50	0
Conferences (international events)	Number attended	2	7
Events of other projects/ initiatives	Number attended	2	5

Legend: **green text** – achieved/overachieved KPIs, **red text** – underperformed KPIs

4.4. Analysis of implemented Dissemination Events

4.4.1. Events

The organisation of more and different types of events (information events, workshops, webinars) than planned is proof of the proactive engagement with the target groups. The increasing number of participants, both in person and online, demonstrates the high level of interest in GSEU activities and the topics covered at these events. Webinars have proved to be accessible and convenient platforms for the exchange of information and contact with interested experts.



4.4.2. Training

The absence of conducted training indicates a deviation from the planned dissemination strategy. The training courses on specific areas of expertise which are tailored to specific target groups, were planned too early in the implementation plan, as they first need to be developed. Implementation of the training courses will begin in 2024.

4.4.3. Conferences (International Events)

Participation in more international conferences than planned demonstrates active participation and networking within the global scientific community. Conferences offer valuable opportunities to present GSEU initiatives and foster collaborations.

4.4.4. Events of other Projects/ Initiatives

Active participation in events organised by other projects or initiatives demonstrates a collaborative approach to knowledge dissemination and exchange. Leveraging partnerships with other projects increases the reach and impact of GSEU activities.

5. Recommendations for CDE Strategy & Action Plan v2

In the next period, C&D activities will evolve from project-only content to a stronger focus on the organisation of what we want to be established in 2027: the Geological Service for Europe (GSE). While C&D content will continue to reflect the results of the project, in parallel and increasingly, we will also be looking to the future, supporting the strategy developed in WP9 - Geological Surveys network and sustainable services for Europe. Our more 'thought leading' content will look at the benefits of a GSE, why it is so important for the green transition and how it fits into the EU's Green Deal.

The articles, events, social media platforms and interactions with stakeholders that we will carry out will focus more on the creation of the GSE, its pan-European, collaborative, harmonised nature and the benefits for all stakeholders, from policy makers at EU and national level to every European citizen, regardless of their interest in the project.

5.1. Recommendations for C&D Channels and Tools

Visual Identity

- Compliance with the guidelines needs to be further improved and user awareness needs to be raised through the 'leading by example' approach and the availability of design support to partners on request.

Website

- Continue to analyse the most visited subpages to optimise content that resonates with the audience and then create similar content or improve existing pages
- Regular updating with high quality, informative content and optimising content to maintain search engine visibility
- Share website content via active social media profiles and e-newsletters
- Regular evaluation of the user experience of the website to ensure it remains user-friendly, mobile-friendly and technically up to date
- Continue to encourage GSOs to cross-promote the website and its content to reach a wider audience

Social Media and Multimedia

- Build on the success of LinkedIn and expand presence on other relevant platforms
- Continue to encourage GSOs to cross-promote social media channels and content to reach more followers
- YouTube will be the primary video platform for video distribution. This channel will not be promoted independently, but through the website where the videos are embedded in the content
- In H1 2024, a video on the development of the European Geological Data Infrastructure (EGDI) will be produced, followed by a video on the future Geological Service for Europe (GSE) in H2 2024. The GSOs will be encouraged to provide subtitles for the video in their national languages

Publications

- The project brochure, which will present GSEU from the perspective of the general user, be understood by all target groups and clearly present the expertise provided by GSEU, will be published in the first half of 2024. The GSOs will be encouraged to translate the brochure into their national languages
- A thematic brochure on the importance of the future GSE and EGDI is planned for the second half of 2024. The GSOs will be encouraged to translate the brochure into their national languages
- It is intended that a series of flyers »GSEU Explained« and factsheets on each area of expertise, initially on critical raw materials and groundwater, will be produced. The GSOs will be encouraged to translate the factsheets into their national languages
- Continue successful e-newsletter campaigns and diversify content to maintain interest of readers. Continue to analyse open rates and subscriber feedback to design future newsletters for maximum impact. The plan is to send four regular issues of the e-newsletter annually (April, June, September, December). Special issues can be created to highlight important events, outstanding project results or similar
- Continue to prepare press releases to highlight important events, outstanding project results, etc. to maintain media engagement. Coverage of GSEU activities in specialised journals/ magazines will be ensured by preparing articles for specific publications
- Prioritise the development of white papers to disseminate in-depth research results, findings and recommendations when thematic work packages produce content that is suitable to be presented to policy makers in this form
- Continue to encourage the publication of scientific papers to contribute to academic discourse and enhance the reputation of the GSEU in the scientific community

5.2. Recommendations for Dissemination Events

GSEU has demonstrated strong commitment and proactive dissemination efforts through various events, exceeding expectations in terms of number of events and number of participants. By further diversifying its dissemination activities and exploring opportunities for collaboration and capitalisation, GSEU can continue to increase its impact and reach within the community.

The results of the stakeholder mapping (Reference D8.7 Stakeholders Mapping – Needs & Expectation – v1, September 2023) have led to a better understanding of the stakeholders' needs and expectations and provided a clearer idea of the engagement strategy to be implemented in the next steps of the project. The most requested activity (29%) was “general stakeholder events”, followed by thematic workshops and webinars, where it would be possible to deepen the specific topic with experts and interact with them (physically or remotely) to ensure more comprehensive engagement (Figure 19).

Proposed Involvement Activities

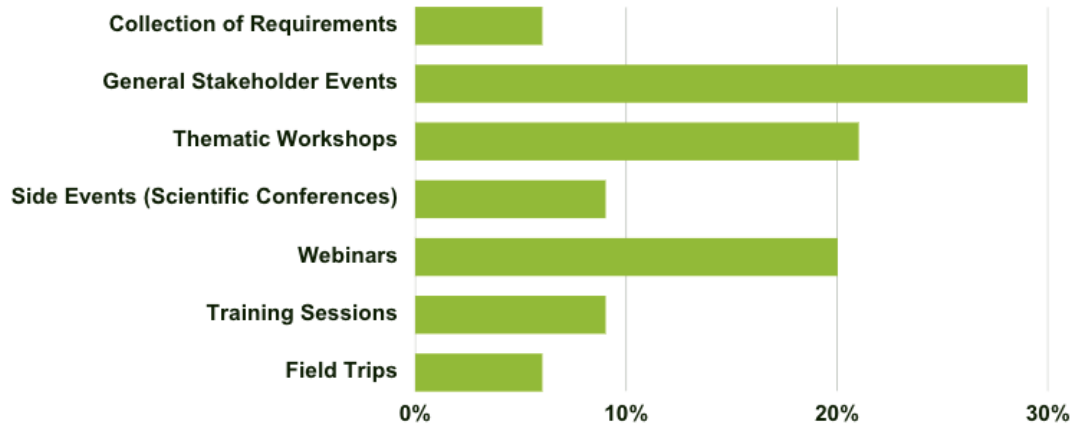


Figure 19. Proposed Events for Stakeholders

Most stakeholder engagement activities will focus on building the capacity of stakeholders and users of data, services and products. These activities will take the form of workshops and webinars with people who are interested in the respective topics. To enable broader engagement, different types of events (tailored to different target groups) will be organised during the project to ensure a constant flow of communication in both directions.

Proposed dissemination events to be organised, co-organised or attended in 2024

- Information Events
 - SRIA event 2024 (October 2024)
 - Thematic event – presentation of results under WP2 (May 2024, Brussels/ online)
- Workshops
 - EGDI user testing workshops for students at universities (Rome, Ljubljana, Copenhagen, Madrid, Utrecht, etc.)
- Webinars
 - Meet the GSEU Webinar – Supporting Quality and Quantity of Europe’s Groundwater Resources (12 March 2024, online)
 - Meet the GSEU Webinar – Coast and Sea (May 2024, online)
- Training
 - GSEU/ EU ICE SRM UNFC Training – 3 levels (April, May, June 2024)
- Conferences (international events)
 - PDAC 2024 (3 – 6 March 2024, Toronto, Canada)
 - EGU General Assembly 2024 (14 – 19 April 2024, Vienna/online)
 - UNECE Resource Management Week (22 – 26 April 2024, Geneva)
 - RawMaterials Summit (14 – 16 May 2024, Brussels/online)
 - European Sustainable Energy Week (11-13 June 2024, Brussels/online)
 - 37th International Geological Congress 2024 (25 – 31 August 2024, Busan, Republic of Korea)

- Raw Materials Week (9 – 13 December 2024, Brussels)

This list is not complete because more events may be organized during the year.

5.3. Recommendations for GSEU KPIs

During the implementation period, which extends to M30, M48 and the completion of the project in M60, we will continue to track the KPIs to assess the impact and reach of our activities. A comprehensive understanding of these KPIs will provide valuable insights to refine and improve future communication and dissemination efforts. The tables below show the planned values for all KPIs.

5.3.1. Planned GSEU KPIs for C&D Activities

Table 3. Planned GSEU KPIs for C&D Activities

Communication/ Dissemination Activity (tool/channel)	KPI	Achieved M 17	Expectation M30	Expectation M48	Expectation M60
Website	Number of Unique Visitors	2,145	3000	5000	7000
Social Media	Number of Followers	4,123 (LinkedIn)	5000	5000	5000
Video	Number of Views	593 (YouTube)	1000	2000	3000
Brochures	Number Distributed	0	300	500	700
e-Newsletter	Number of online readers	619 (e-mail subscribers list) opened No. 1 197 (32.94%) No. 2 186 (30.05%)	800	1000	1000
Press releases	Number sent to media	2	4	6	10
Articles	Number published	2	6	12	20
White Papers	Number written	0	3	6	10
Peer-reviewed publications	Number published	5	10	15	20

5.3.2. Planned GSEU KPIs for Dissemination Events

Table 4. Planned GSEU KPIs for Dissemination Events

Dissemination event	KPI	Achieved M 17	Expectation M30	Expectation M48	Expectation M60
Information Events	Number Held	3	5	8	12
	Number of attendees	270 in person/ 100 online	400 in person/ 200 online	500 in person/ 300 online	800 in person/ 400 online
Workshops	Number Held	6	8	10	12
	Number of attendees	150	200	250	300
Webinars	Number Held	2	4	6	8
	Number of attendees	150	300	400	500
Trainings	Number Held	0	3	6	10
	Number of attendees	0	100	200	500
Conferences (international events)	Number attended	7	10	12	15
Events of other projects/ initiatives	Number attended	5	12	16	20

6. Appendix I – Documents Templates



Figure 20. Agenda Template



Figure 21. Letter Template

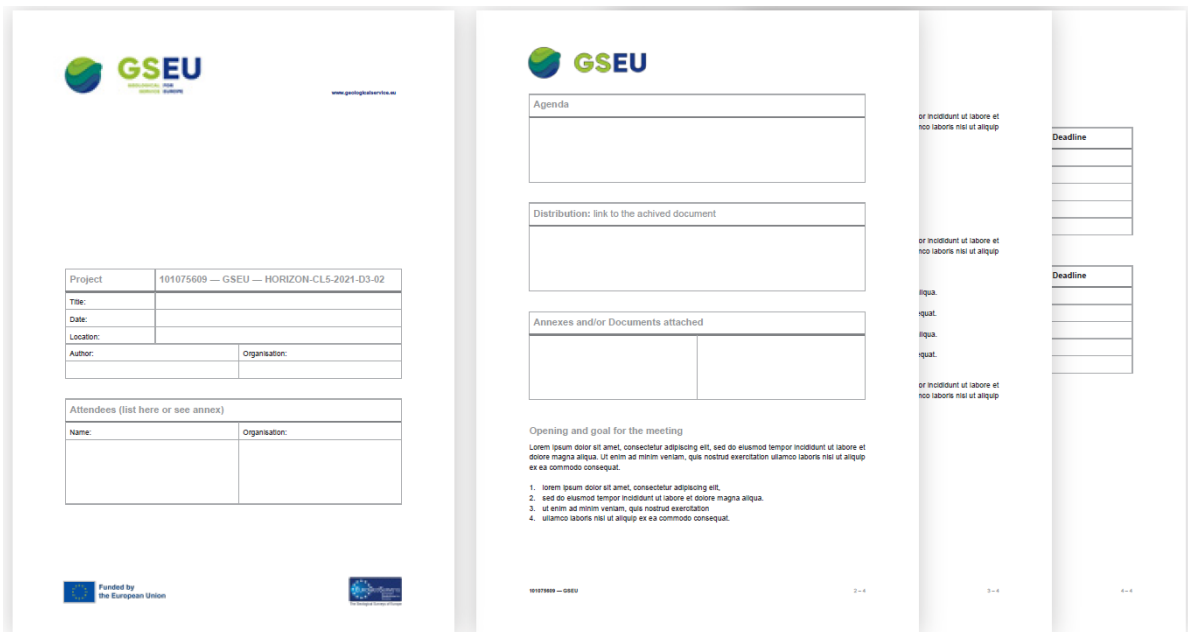


Figure 22. Minutes Template

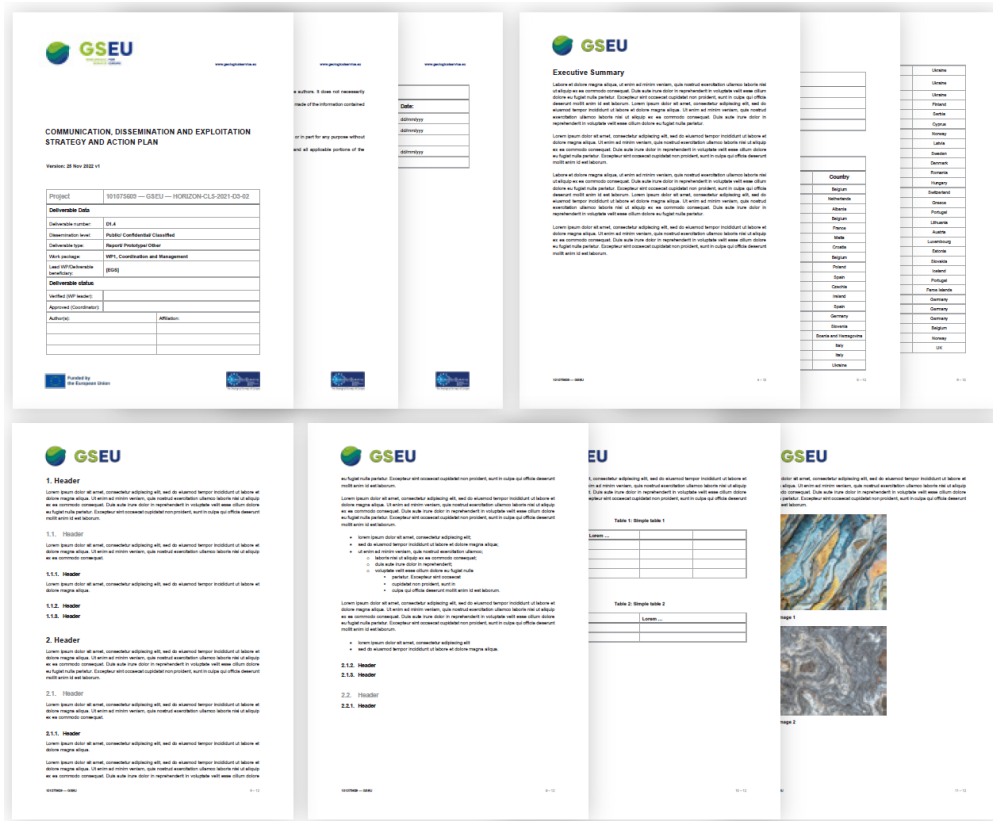


Figure 23. Report Template



Figure 24. Presentation Template

7. Appendix II – General Project Presentation



The presentation consists of 30 slides, each with a number in the bottom left corner:

- Slide 1:** GSEU BRINGING THE SUBSURFACE INTO THE LIGHT
- Slide 2:** Why a Geological Service for Europe? (Includes quote: "Financial Times: EU needs plans on critical raw materials shortages")
- Slide 3:** There is a Critical Need for High-Quality Subsurface Data!
- Slide 4:** Objective (Includes quote: "The overall objective of the GSEU project is to establish a Geological Service for Europe as a permanent collaborative network of European geological survey organisations.")
- Slide 5:** From Geological Data to Policy Support (Includes quote: "INTEROPERABLE GEOLOGICAL DATA, 3D GEOLOGICAL FRAMEWORK, IMPACTS & PROTECTION, REGIONAL SUPPORT INFORMATION")
- Slide 6:** Past ... Present ... Future ... (Timeline from 2010 to 2027)
- Slide 7:** Consortium
- Slide 8:** Consortium Members (Includes quote: "National and Regional Geological Surveys are collaborating to build a permanent network of organisations...")
- Slide 9:** Pan-European Challenges (Includes quote: "Cross-border Solutions")
- Slide 10:** Project Coordinator (Includes quote: "EuroGeoSurvey is a not-for-profit organisation representing the Geological Surveys of Europe")
- Slide 11:** Project Structure
- Slide 12:** Project Structure (Flowchart diagram)
- Slide 13:** Areas of Expertise
- Slide 14:** (Blank slide)
- Slide 15:** Raw Materials
- Slide 16:** Raw Materials (List of objectives)
- Slide 17:** GeoEnergy Resources
- Slide 18:** GeoEnergy Resources (List of objectives)
- Slide 19:** Groundwater Resources
- Slide 20:** Groundwater Resources (List of objectives)
- Slide 21:** Coast & Sea
- Slide 22:** Coast & Sea (List of objectives)
- Slide 23:** Geological Framework Setup
- Slide 24:** Geological Framework Setup (List of objectives)
- Slide 25:** EGDI (European Geological Data Infrastructure)
- Slide 26:** European Geological Data Infrastructure (EGDI) (List of objectives)
- Slide 27:** Stakeholder Engagement (Includes quote: "Maximise Social Impact")
- Slide 28:** Stakeholder Engagement (List of objectives)
- Slide 29:** Bringing the subsurface into the light - drawing together the baseline data and knowledge needed to manage Europe's natural resources and reach Net Zero
- Slide 30:** GSEU BRINGING THE SUBSURFACE INTO THE LIGHT

8. Appendix III – Press Kit

Press Kit is available at the website <https://www.geologicalservice.eu/news-and-media/a-geological-service-for-europe>

NEWS & MEDIA

A Geological Service for Europe

MARCH 1, 2023

All areas

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Under the five-year Coordination and Support Action, The GSEU Project will develop a plan for a sustainable Geological Service for Europe as a permanent collaborative network of European geological surveys. GSEU will serve European society and support sound policies on water, energy, raw materials, hazards and all other areas requiring subsurface data and expertise. GSEU will contribute to environmental sustainability and social prosperity in Europe through this service, supported by a powerful and comprehensive digital infrastructure.

The overall objectives of GSEU are to develop pan-European harmonised data and information services across Europe with a focus on critical raw materials, geothermal energy resources and subsurface storage capacities for sustainable energy carriers and CO₂ sequestration, groundwater dynamics and quality, geological and climate change information for coastal vulnerability assessment and geological baseline information.

The European Centre of Excellence on Sustainable Resource Management will be established under the project to support the implementation of the United Nations Framework Classification of Resources (UNFC) and the United Nations Resource Management System (UNRMS).

The geological data infrastructure will be developed on the basis of the existing European geological data infrastructure (EGDI) to provide permanent access to and dissemination of data and information services. The common European Geological Knowledge Base Platform will be provided as a single open access portal to the project results and the underlying data and information collections and infrastructures of the partners at national and regional level.

The subsurface field touches the experiences of every European citizen and the stakeholder community of the GSEU project is diverse and broad at European, national and regional levels. There will be different types of continuous stakeholder engagement ranging from social media for online communication, online consultations, face-to-face workshops, round table discussions and conferences. A comprehensive information and communication campaign will be carried out throughout the project.

For more information, visit:

- GSEU: www.geologicalservice.eu
- EGDI: www.europe-geology.eu
- EGS: www.eurogeosurveys.org

Contact us: info@geologicalservice.eu

Documents

- [Press release \(March 2023\) \(142.01 kB\)](#)
- [GSEU logo package \(659.25 kB\)](#)
- [GSEU Intro Presentation \(4.43 MB\)](#)

9. Appendix IV – Consortium Partners

#	Partner Name	Acronym	Country
1	EuroGeoSurveys	EGS	Belgium
2	Nederlandse Organisatie voor Toegepast Natuurwetenschappelijk Onderzoek	TNO	Netherlands
3	Sherbimi Gjeologjik Shqiptar	AGS	Albania
4	Vlaamse Gewest	VLO	Belgium
5	Bureau de Recherches Géologiques et Minières	BRGM	France
6	Ministry for Finance and Employment	MFE	Malta
7	Hrvatski Geološki Institut	HGI-CGS	Croatia
8	Institut Royal des Sciences Naturelles de Belgique	RBINS-GSB	Belgium
9	Państwowy Instytut Geologiczny – Państwowy Instytut Badawczy	PGI-NRI	Poland
10	Institut Cartogràfic i Geològic de Catalunya	ICGC	Spain
11	Česká Geologická Služba	CGS	Czechia
12	Department of Environment, Climate and Communications - Geological Survey Ireland	GSI	Ireland
13	Agencia Estatal Consejo Superior de Investigaciones Científicas	CSIC-IGME	Spain
14	Bundesanstalt für Geowissenschaften und Rohstoffe	BGR	Germany
15	Geološki zavod Slovenije	GeoZS	Slovenia
16	Federalni Zavod za Geologiju Sarajevo	FZZG	Bosnia and Herzegovina
17	Istituto Superiore per la Protezione e la Ricerca Ambientale	ISPRA	Italy
18	Regione Umbria	-	Italy
19	State Research and Development Enterprise State Information Geological Fund of Ukraine	GIU	Ukraine
20	Institute of Geological Sciences National Academy of Sciences of Ukraine	IGS	Ukraine
21	M.P. Semenenko Institute of Geochemistry, Mineralogy and Ore Formation of NAS of Ukraine	IGMOF	Ukraine
22	Ukrainian Association of Geologists	UAG	Ukraine
23	Geologian Tutkimuskeskus	GTK	Finland
24	Geological Survey of Serbia	GZS	Serbia

25	Ministry of Agriculture, Rural Development and Environment of Cyprus	GSD	Cyprus
26	Norges Geologiske Undersøkelse	NGU	Norway
27	Latvijas Vides, ģeoloģijas un meteoroloģijas centrs SIA	LVGMC	Latvia
28	Sveriges Geologiska Undersökning	SGU	Sweden
29	Geological Survey of Denmark and Greenland	GEUS	Denmark
30	Institutul Geologic al României	IGR	Romania
31	Szabályozott Tevékenységek Felügyeleti Hatósága	SZTFH	Hungary
32	Eidgenössisches Departement für Verteidigung, Bevölkerungsschutz und Sport	VBS (DDPS)	Switzerland
33	Elliniki Archi Geologikon kai Metallaftikon Erevnon	HSGME	Greece
34	Laboratório Nacional de Energia e Geologia I.P.	LNEG	Portugal
35	Lietuvos Geologijos Tarnyba prie Aplinkos Ministerijos	LGT	Lithuania
36	Geologische Bundesanstalt	GBA	Austria
37	Service Géologique de Luxembourg	SGL	Luxembourg
38	Eesti Geoloogiateenistus	EGT	Estonia
39	Štátny Geologický ústav Dionýza Štúra	SGUDS	Slovakia
40	Íslenskar Orkurannsóknir	ISOR	Iceland
41	Instituto Português do Mar e da Atmosfera	IPMA	Portugal
42	Jarðfeingi	Jarðfeingi	Faroe Islands
43	Regierungspräsidium Freiburg	LGRB	Germany
44	Geologischer Dienst Nordrhein-Westfalen	GD NRW	Germany
45	Landesamt für Geologie und Bergwesen Sachsen-Anhalt	LfU	Germany
46	Vlaamse Milieumaatschappij	VMM	Belgium
47	Norwegian Petroleum Directorate	NPD	Norway
48	United Kingdom Research and Innovation - British Geological Survey	UKRI-BGS	UK